

WHAT WORRIES THE WORLD?

August 2025

What Worries the World?

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

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

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

Please contact
Joseph.Nadler@ipsos.com
for more information.

Summary

01. Crime & violence the number one issue

This August, across 30 countries, the proportion mentioning crime & violence as a top worry remains at a third (32%). Meanwhile, concern about inflation has fallen slightly to three in ten (30%).

Five out of the six LATAM countries in our study place crime as their number one worry, along with Sweden (64%) and France (38%).

The proportion of Australians mentioning crime has risen this month. Thirty-six per cent express concern which is the highest level for Australians since February 2018.

02. Concern is high in Thailand about military conflict

On the 24th of July, tensions along the border with [Thailand and Cambodia escalated into military action](#).

This brief outburst of violence has led a record proportion expressing worry about military conflict; up 13 points from last month.

Coupled with this, over the past year there has been a fall in the proportion of people who think the country is headed in the right direction, as well as a fall in those who think the economy is good.

This month we [spotlight](#) Thailand and delve deeper into the country's data.

03. France most pessimistic about the economy

Only 9% in France think the economy is good, the lowest of all 30 countries in our survey. France's good economy score is down 18 points in the last 12 months.

Positive perceptions of France's current economy are at their lowest since January 2015 (7%).

Coupled with this, the proportion who think the country is headed in the right direction is also falling. Only 11% think France is going the right way, down three points since last month and 13 points lower than 12 months ago.

This month has also seen worry about taxes in France rise six points to 26%.

What Worries the World? AUGUST 2025

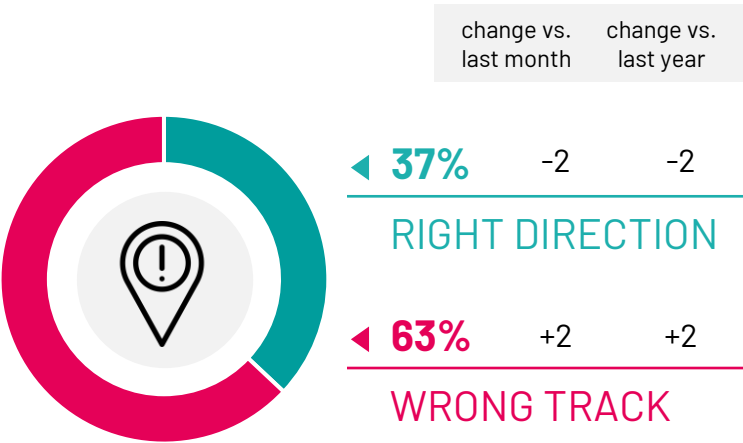
Top five worries

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%	=	+3
Inflation	30%	-1	-2
Poverty & social inequality	29%	=	-2
Unemployment	28%	=	+1
Financial/political corruption	26%	=	+3

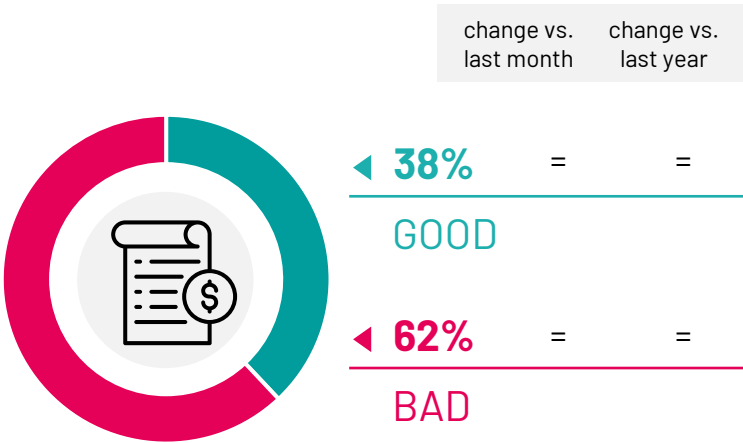
State of the country

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?



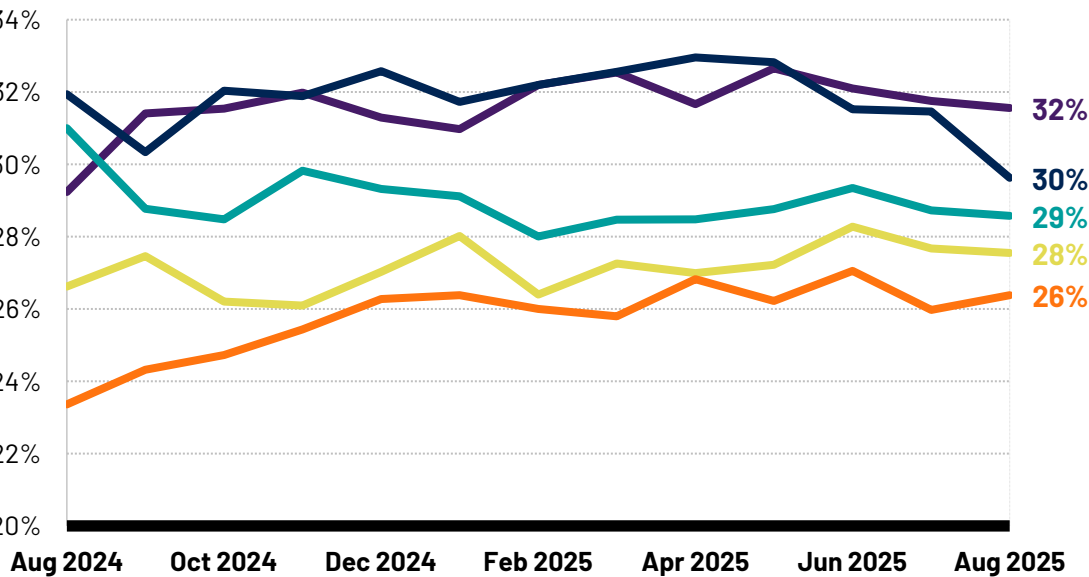
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Aug 25



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?

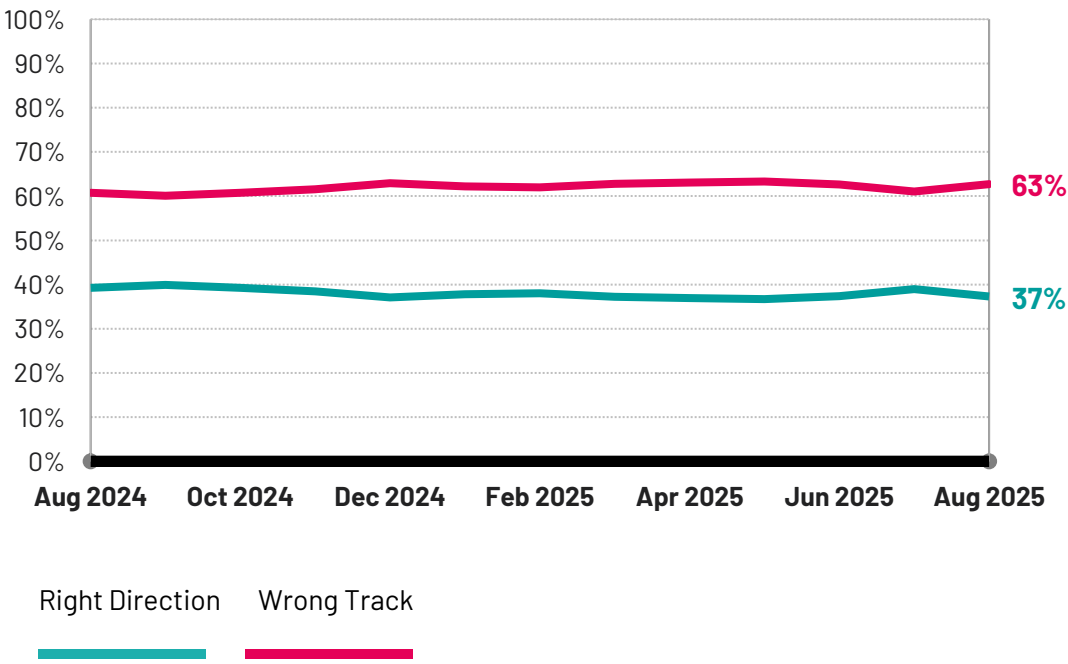


Crime Inflation Inequality Jobs Corruption

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Aug 25

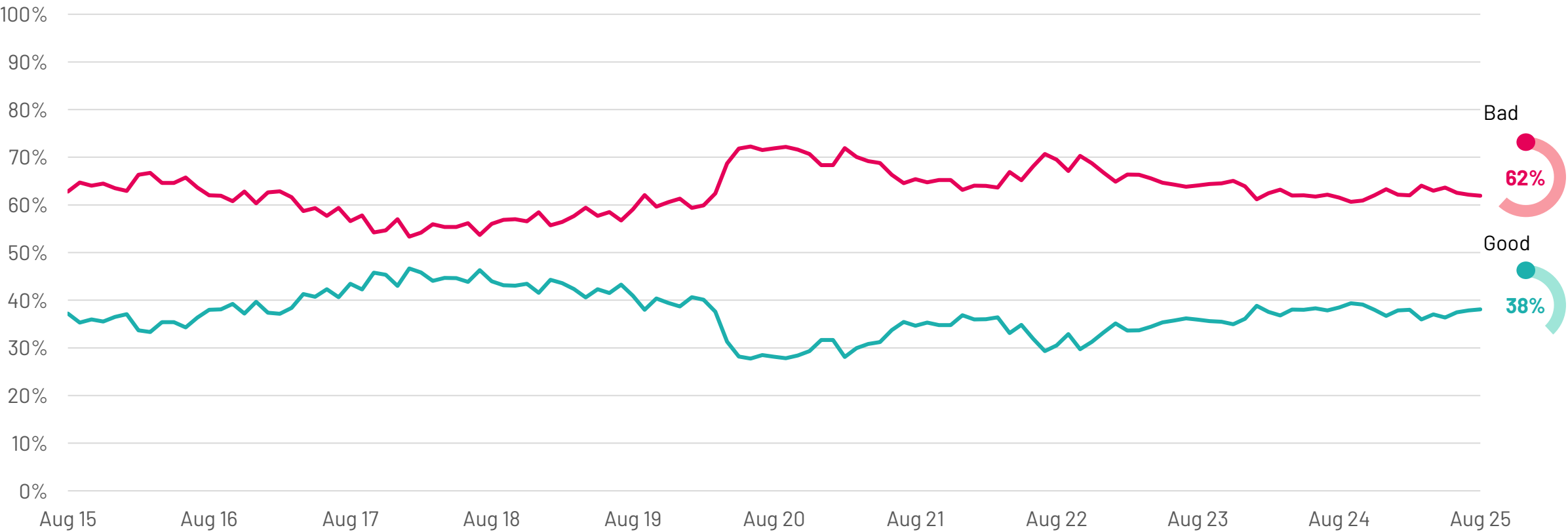
State of the country

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



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 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



DIRECTION OF TRAVEL

All countries

Right vs. Wrong Direction Monitor

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Across 30 countries, 37% say their country is headed in the right direction.

Indonesia has seen the largest decrease in optimism after the proportion saying the nation is on the right track fell 19 points compared to last month to 53%. Since January this year Indonesia's right direction score is down 25 points. Indonesia's score this month is the lowest it has been since the country was added to the survey in August 2022.

On the 24th July, tensions at the

Thai and Cambodian border erupted into violent clashes. Since then, peace talks in Malaysia led to a ceasefire and an easing of pressure.

Thailand's right direction score has increased four points from last month to 45%.

Likewise, the proportion of Malaysians expressing optimism is up ten points to 72%, which is the highest it has been since January 2023 (74%).

-25pp

The proportion of Indonesians saying their country is headed in the right direction is down 25pp since January.

Right vs. Wrong Direction Monitor

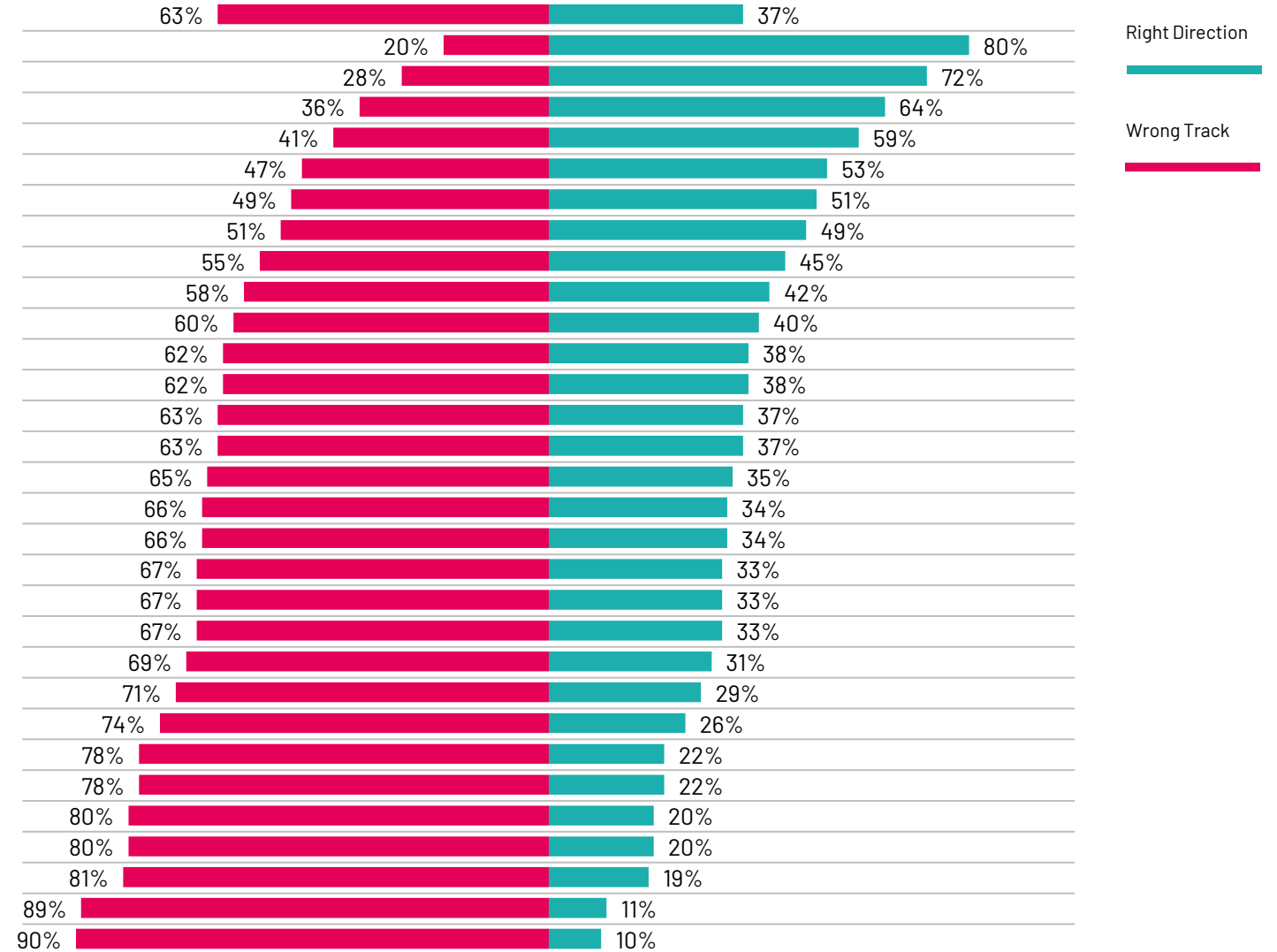
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country

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

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



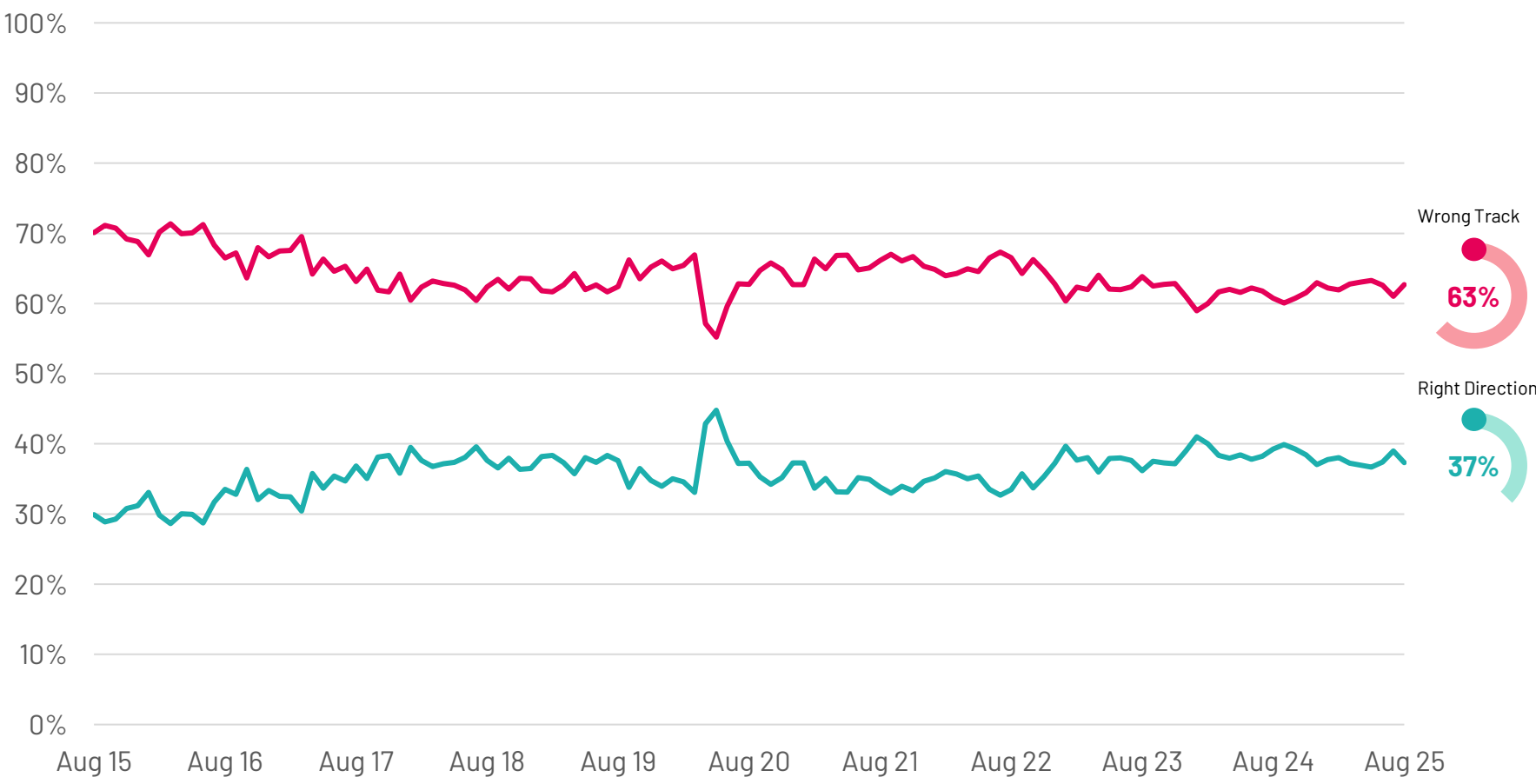
Global Right/Wrong Direction

Global country average score

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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: THAILAND

THAILAND SUMMARY: AUGUST 2025

Top five worries

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

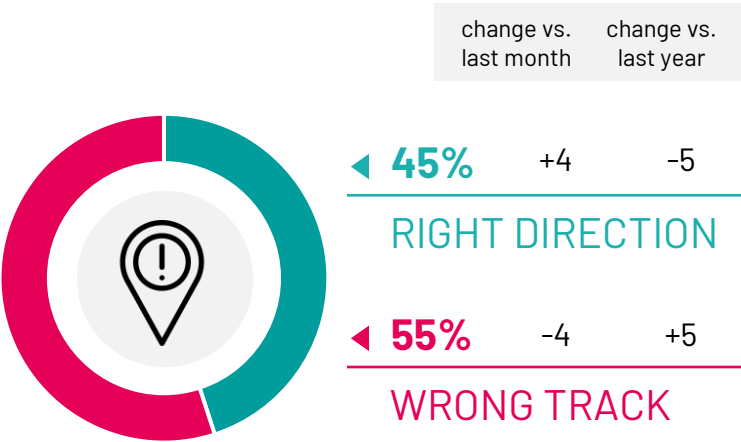
		change vs. last month	change vs. last year
Military conflict between nations	50%	+13	+43
Financial/political corruption	44%	-2	+4
Poverty & social inequality	29%	-11	-18
Inflation	20%	-5	-9
Unemployment	19%	-6	-11

Base: Representative sample of Thai 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: Thailand | Current Wave: Aug 25

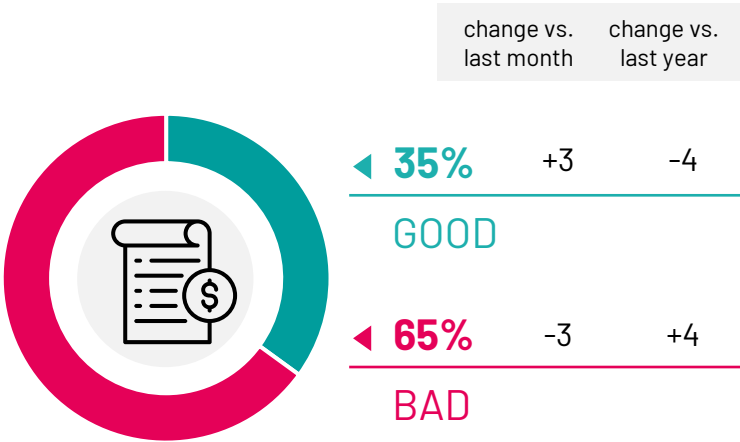
State of the country

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?



Spotlight: Thailand*

On the 24th of July, tensions along the border between [Thailand and Cambodia escalated into military action](#). Since then, a ceasefire agreement has come into effect, brokered in Malaysia.

This brief conflict is reflected in Thailand's concern about military conflict between nations, after the proportion of Thais expressing worry rose 13 points to the highest it has ever been for the nation, reaching 50%.

Usana Chantarklum, Country Manager, Ipsos in Thailand, highlights

"For the first time, military conflict has overtaken corruption as the top worry for Thais, highlighting how quickly public sentiment can shift in response to external threats. This sharp rise reflects growing public attention to the ongoing Thai-Cambodian border tensions.

Turn overleaf.

50%

in Thailand think military conflict between nations is an issue for the country.

*Thailand was added to the survey in August 2022

Spotlight: Thailand

"Thai citizens are clearly capable of rapidly reprioritizing their worries in response to new developments, highlighting the importance for leaders in government, business, and society to monitor these shifts and adapt planning and communication strategies accordingly."

Longer term optimism in Thailand has been on the slide. When it comes to those that think the country is on the right track, Thailand lags behind its southeast Asia neighbours,

despite Thailand's score rising this month. Only 45% in Thailand think the country is headed in the right direction compared to 53% in Indonesia, 80% in Singapore and 72% in Malaysia.

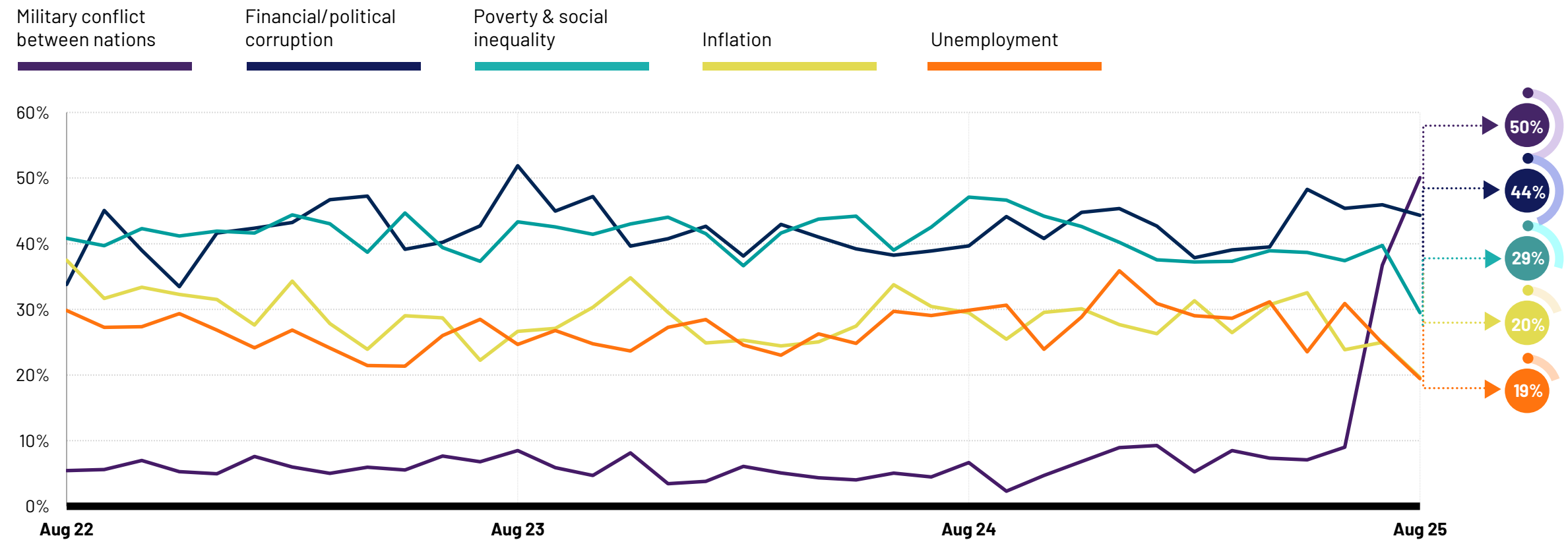
The same is true when it comes to the economy. The proportion of Thais who rate the economy as good is down 10 points since April. Only 35% now think the economy is good.

-17pp

The proportion in Thailand who think the country is headed in the right direction is down 17 points since February.

Thailand'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 Thai 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: Thailand | Current Wave: Aug 25

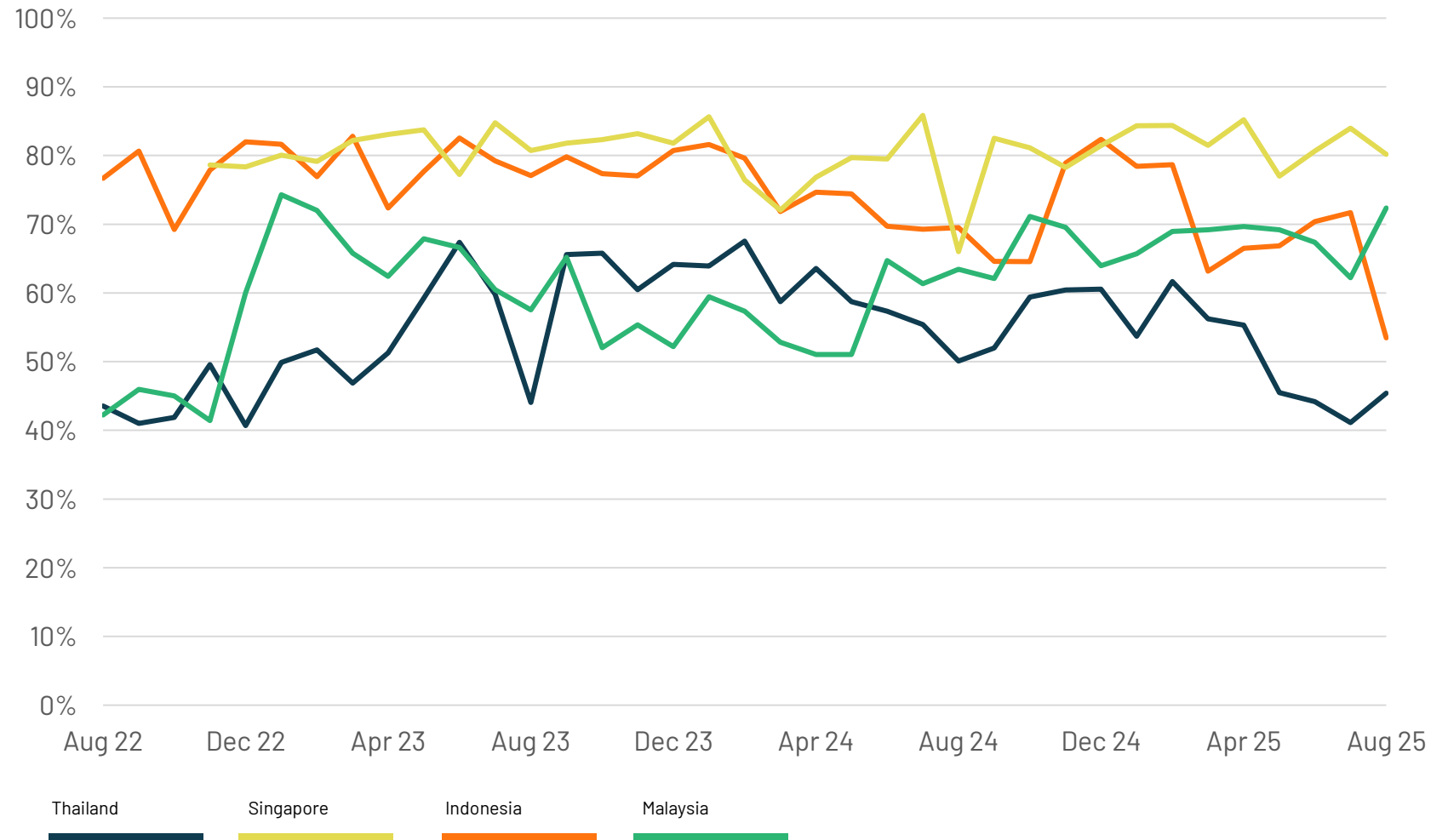


People in Thailand are less optimistic about how their country is going compared to others in the region.

Base: Representative sample of Thai adults aged 16-74. c.500 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? % Right direction

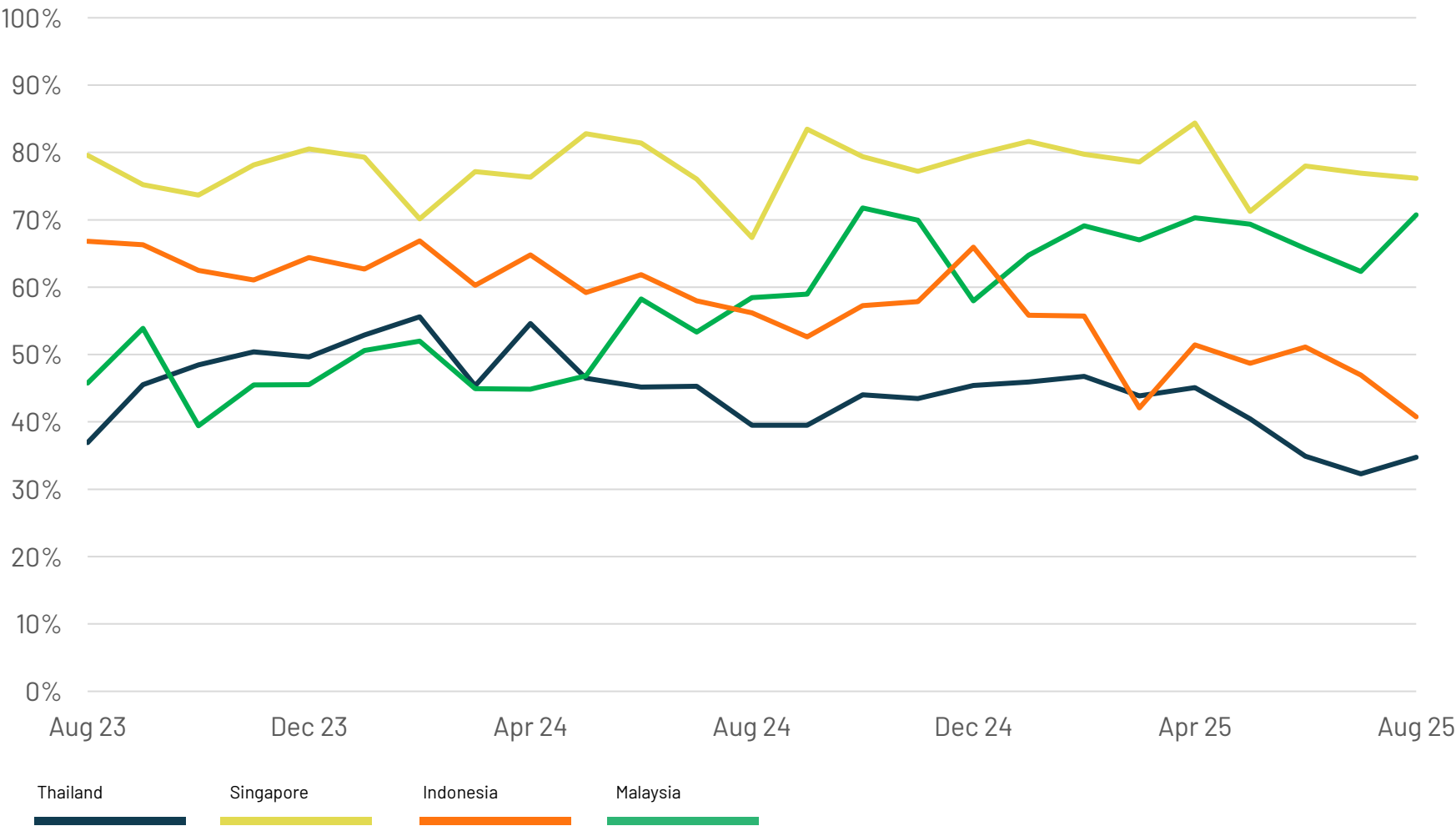


The same is true
when it comes to
the economy.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



WORRY SPOTLIGHT: EDUCATION



Spotlight: Education

Across 30 countries, 13% think education is one of the top issues affecting their country.

In August 2025, Argentina is the country most concerned about education. Thirty per cent of Argentinians see it as an issue, ahead of India (23%) and Israel (22%).

In February 2020, concern about education across all countries in our survey was at 21%. When the pandemic hit, the proportion expressing worry dropped significantly to 14%.

Since then, education has remained around this level since then and has changed very little.

However, this is not to say that the effects of Covid-19 aren't still felt today, with the [Lancet Psychiatry Commission on Youth Mental Health](#) from 2024 reporting: "There is now substantial evidence showing that youth mental health has deteriorated since the early 2010s, with rising anxiety, depression, psychological distress, self-harm, and suicide.

Turn overleaf.

30%

of Argentinians say they are concerned about education.

Spotlight: Education

“Since the Covid-19 pandemic, young people have experienced disproportionately poorer mental health outcomes.”

This is clearly reflected in the latest [Ipsos Education Monitor](#), which finds that 53% on average across 30 countries think the mental health of children in their country is poor.

On average people are split about the quality of the education available. Across 30 countries, 34% rate their schools as good, while 35% see them as poor.

Singapore and Ireland are the most likely to think the education in their country is good (77% and 71% respectively).

These countries are the least concerned about education in our What Worries the World survey.

[For more insights, read the latest Ipsos Education Monitor 2025.](#)

34%

across 30 countries rate their country's education system as good, while 35% think it is poor.

Around one in ten say education is a top issue in their country. Concern is highest in Argentina.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing education as a worry	Change from 12-month	
		last month	change
World	13%	-1	-1
Argentina	30%	-1	=
India	23%	-4	+5
Israel	22%	=	+4
Peru	21%	+1	-5
Hungary	21%	-3	-6
Mexico	20%	+1	+5
Türkiye	20%	-1	-2
Brazil	19%	-3	-8
Chile	16%	=	+2
Colombia	15%	-2	=
Spain	14%	+1	=
Belgium	13%	-2	-4
Malaysia	13%	+2	-1
Indonesia	13%	=	-3
South Africa	13%	-1	+2
France	12%	-3	+1
Netherlands	12%	-2	+2
Canada	12%	+3	+2
Australia	10%	+1	+1
US	10%	+2	+2
Germany	9%	-1	-1
Poland	9%	=	+2
Sweden	9%	+3	=
Thailand	8%	+2	-1
Italy	8%	+2	-1
Great Britain	7%	+2	=
Japan	7%	+2	+1
Singapore	7%	-3	-9
South Korea	6%	+1	+1
Ireland	5%	=	-3

Mental health is seen as the biggest challenge facing young people.

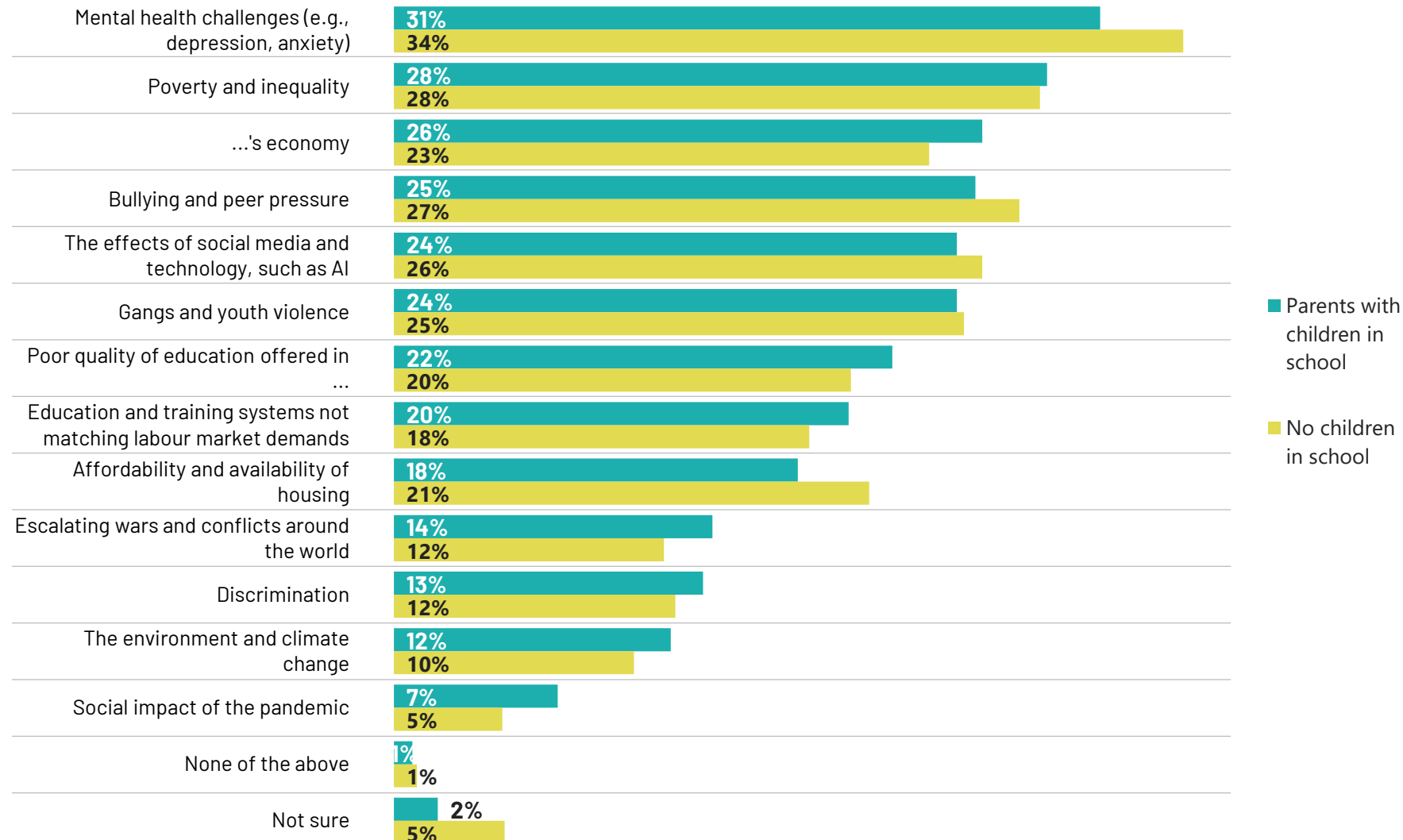
In your opinion, what do you believe are the greatest challenges facing young people in your country today?

(Select up to three answers)

30-country average

Source: Ipsos Education Monitor 2025

Base: 23,700 online adults under the age of 75 across 30 countries, interviewed 20 June – 4 July 2025.

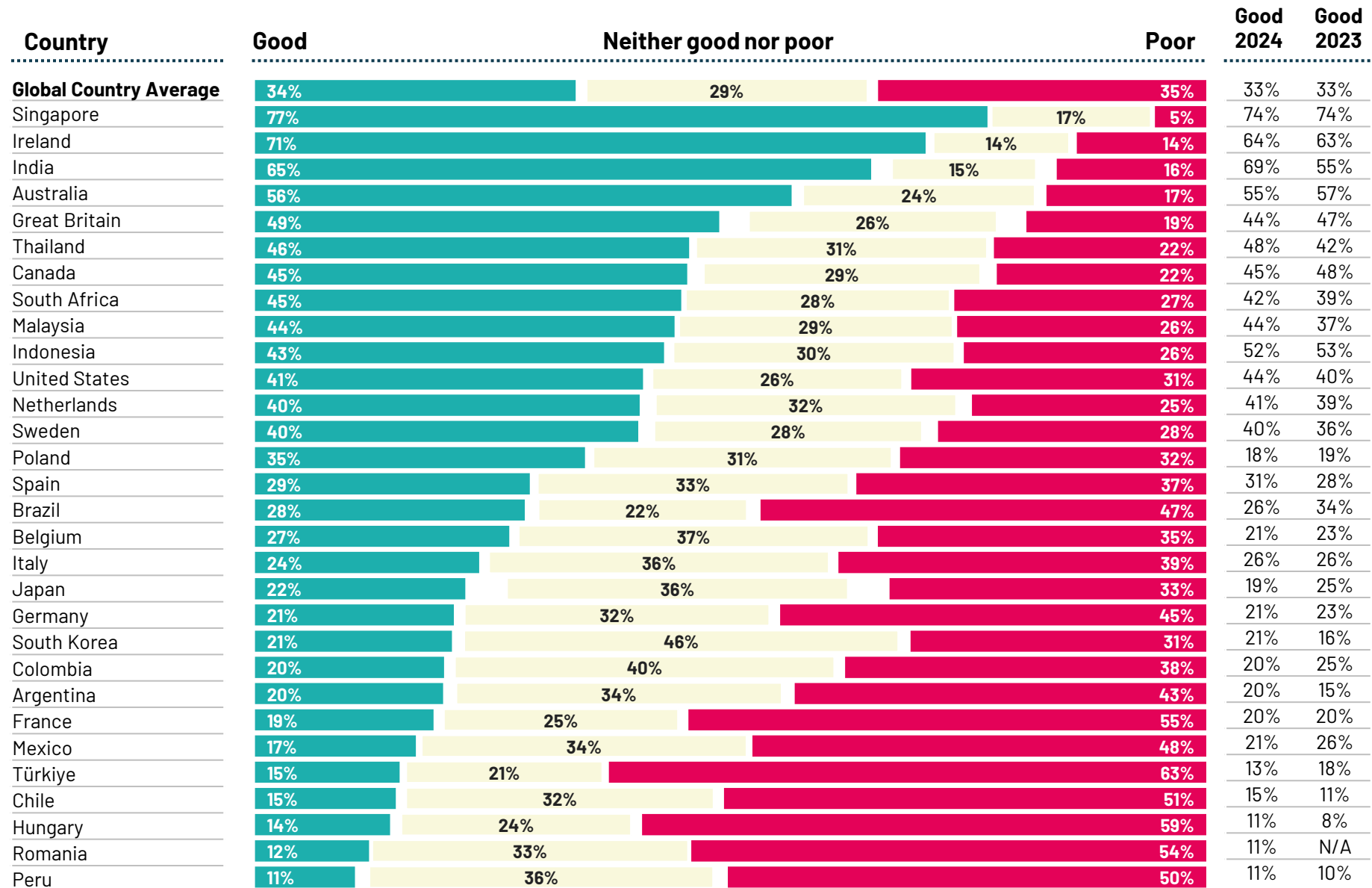


Singapore and Ireland are the most likely to rate their education system as good, Peru and Romania are the least.

How would you rate the overall quality of the education system in your country?

Source: Ipsos Education Monitor 2025

Base: 23,700 online adults under the age of 75 across 30 countries, interviewed 20 June – 4 July 2025.



WHAT WORRIES THE WORLD?

Top issues ranked

World Worries: Full List

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Out of the top five worries, only inflation has seen a change across 30 countries after falling slightly to 30%. This is further solidifying crime & violence (32%) as the number concern across all nations in the survey.

Outside the top five we see some changes in the rankings. After a sharp rise last month due to tensions in the Middle East, military conflict (mentioned by 12%) has now dropped back to 11th.

Worry about taxes has experienced a slight rise, taking

it from eighth to seventh position, with a fifth (19%) expressing worry.

Health care remains steady in sixth with a marginal increase to 24% saying it is an issue facing their country.

32%

say crime and violence is a top issue in their country.

World Worries: Full List

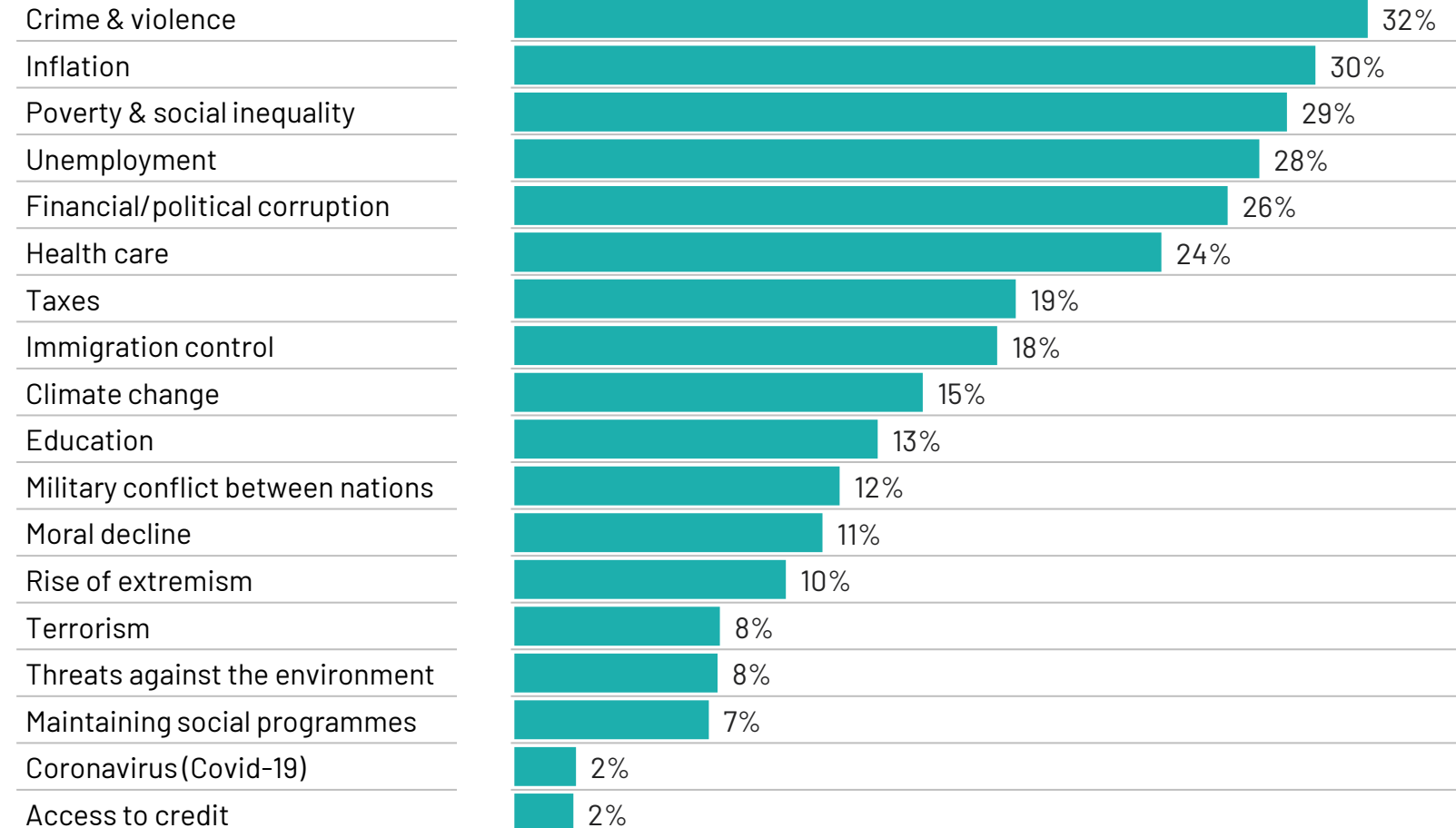
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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

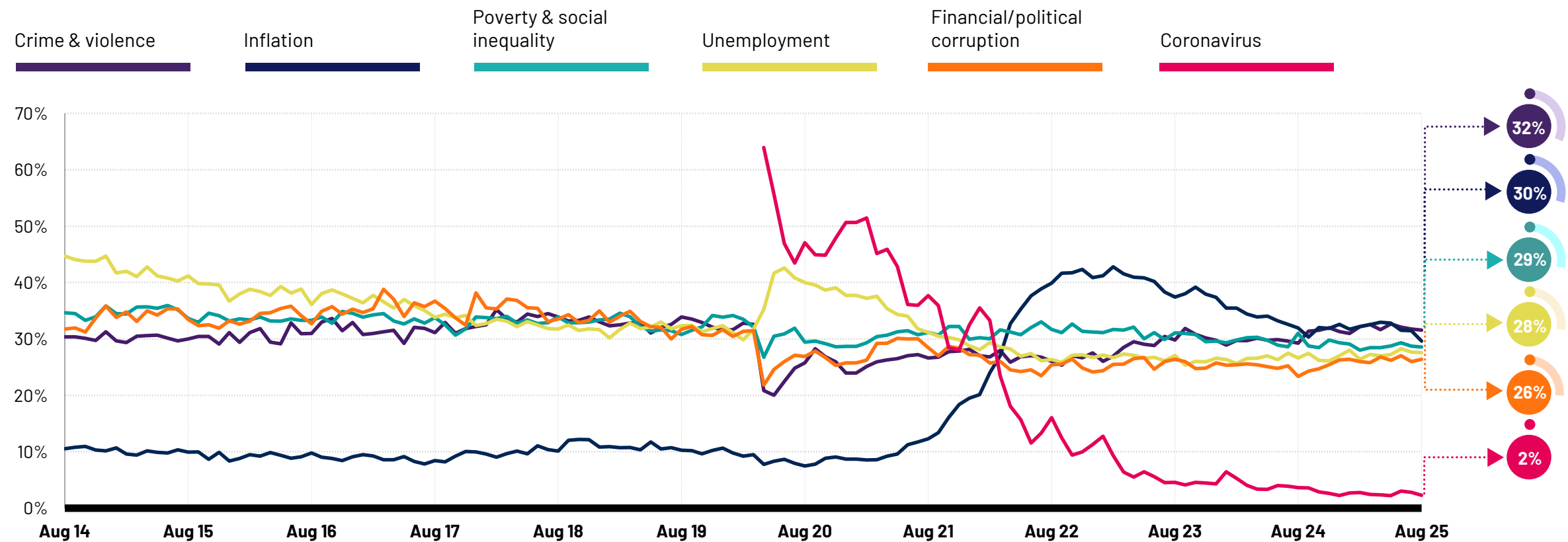
Worry

% mentioned in August 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 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Aug 25



1. Crime & Violence

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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%.

The proportion of Australians mentioning crime has reached near-record levels this month. Increasing slightly from last month to 36%, this is eight points higher than August 2024 and the highest it has been since February 2018, when it was 38%.

Meanwhile, South Africa's score has dipped significantly this month. The number citing it has fallen eight points to just over

half (52%). However, this isn't unusual for the country, with this month's score being on a par with last August's.

Israel's worry (30%) has also decreased similarly by seven points.

Countries where CRIME & VIOLENCE is the #1 concern:

- Peru (66%)
- Chile (64%)
- Sweden (64%)
- Mexico (59%)
- Colombia (42%)
- Brazil (42%)
- France (38%)

+18pp

The proportion in Peru who think crime is an issue is up 18 points in the last 12 months to 66% in August 2025.

1. Crime & Violence

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing crime & violence as a worry	Change from 12-month	
		last month	change
World	32%	=	+3
Peru	66%	+2	+18
Sweden	64%	+4	+6
Chile	64%	+2	+3
Mexico	59%	+1	+12
South Africa	52%	-8	-1
Colombia	42%	+1	+3
Brazil	42%	+1	=
Argentina	40%	-4	+2
France	38%	-2	+6
Australia	36%	+2	+8
Ireland	32%	+3	=
Türkiye	30%	+2	+7
Israel	30%	-7	+6
Italy	30%	+4	+6
Malaysia	29%	+1	-2
Germany	28%	-3	-3
Belgium	28%	-2	+1
Great Britain	25%	=	-4
Netherlands	24%	+2	+5
US	23%	-5	-6
South Korea	21%	+5	+4
India	21%	-2	+1
Spain	21%	+3	-2
Canada	20%	+1	+4
Thailand	19%	-5	-5
Japan	18%	=	+5
Indonesia	16%	+1	-5
Poland	15%	+2	+5
Hungary	8%	-1	-2
Singapore	8%	-1	=

2. Inflation

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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 three in ten (30%).

Across various APAC countries there has been a drop in worry about the cost of living.

Most notably in South Korea, where the proportion expressing concern has fallen 11 points to just under three in ten (28%), which is the lowest it has been since May 2022, when it was 30%.

Likewise, we see Singapore's

score has dropped by seven points to 56% saying they're worried.

In India and Malaysia concern has fallen seven points to 39% and 28% respectively.

Countries where INFLATION is the #1 concern:

- Singapore (56%)
- India (39%)
- Türkiye (51%)
- US (38%)
- Canada (46%)
- Australia (42%)

30%

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

2. Inflation

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country

% choosing inflation as a worry

World	30%
Singapore	56%
Türkiye	51%
Canada	46%
Hungary	44%
Australia	42%
India	39%
US	38%
Argentina	35%
Ireland	35%
Mexico	34%
Great Britain	32%
France	31%
Brazil	29%
Poland	29%
Germany	29%
South Korea	28%
Malaysia	28%
Japan	28%
Italy	25%
Belgium	24%
Spain	24%
Netherlands	21%
Chile	20%
Sweden	20%
Thailand	20%
Colombia	19%
Indonesia	18%
South Africa	17%
Israel	15%
Peru	12%

Change from 12-month last month change

-1	-2
-7	-11
=	+1
=	-4
-1	+6
=	-8
-7	+8
+3	-8
+4	-17
+1	+9
+1	+9
+1	+5
+2	-9
-3	+6
-3	-14
+2	-3
-11	-5
-7	-3
-4	+3
-2	+1
=	+3
-3	-2
+3	=
-8	-11
=	-1
-5	-9
+3	-4
-2	-2
-5	-7
-3	-1
-3	+1

3. Poverty & Social Inequality

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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 Peru, the number expressing worry about inequality has increased six points from last month to just under two-fifths (38%). This is 13 points lower than August 2024.

Thailand's level of worry about inequality has reached the lowest since they were added to the survey in August 2022, falling 11 points to 29%.

This is most likely due to their large increase in concern about [military conflict](#).

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

None

29%

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

3. Poverty & Social Inequality

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	29%	=	-2
Indonesia	47%	-1	+2
Argentina	43%	-3	=
Hungary	41%	+1	+4
Peru	38%	+6	-13
Brazil	35%	-1	-3
Colombia	34%	-2	-7
Türkiye	33%	-2	+2
South Africa	33%	+1	-3
Netherlands	31%	+3	-1
Japan	30%	-3	-2
Mexico	30%	+2	+4
Thailand	29%	-11	-18
Germany	29%	-1	-4
Belgium	28%	-1	+4
Italy	28%	=	+1
Ireland	27%	-3	-4
Chile	26%	+1	+4
France	26%	+1	-3
Canada	26%	+3	=
Malaysia	25%	-4	-6
Israel	25%	=	+4
Great Britain	25%	+5	-7
Australia	24%	-4	-3
Spain	24%	+2	-5
South Korea	24%	-3	-2
Sweden	21%	-1	-2
Singapore	20%	+6	-10
India	19%	+2	=
US	17%	=	-5
Poland	16%	-3	-7

4. Unemployment

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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.

This month, Canada's concern about unemployment has reached a four-year high. Only up slightly from last month, 28% of Canadians express worry. However, this is 11 points higher than last August and the highest it has been since June 2021, when it was also 28%.

Singapore is also experiencing a higher level of concern after the proportion mentioning it rose

five points to just over half (52%), which is 14 points higher than this time last year and the highest since the country was first included in the survey in November 2022.

Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (65%)
- Argentina (50%)
- South Korea (43%)

28%

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

4. Unemployment

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	28%	=	+1
South Africa	65%	=	=
Indonesia	55%	-3	+10
Singapore	52%	+5	+14
Argentina	50%	-5	-1
South Korea	43%	=	+6
Colombia	40%	+3	-3
Chile	38%	+2	+6
Peru	37%	+6	-2
Italy	34%	+2	+2
Mexico	34%	-1	-12
India	31%	-8	-2
Spain	30%	+2	-4
Malaysia	29%	=	=
Canada	28%	+2	+11
Sweden	24%	+1	+7
Türkiye	23%	-6	+2
Australia	22%	=	=
Ireland	21%	+3	+6
Belgium	20%	=	+4
Thailand	19%	-6	-11
Brazil	18%	=	-3
Poland	16%	-2	-3
Japan	16%	+1	=
US	16%	+4	+2
Great Britain	15%	=	-1
Hungary	14%	=	+2
France	12%	=	=
Israel	12%	=	+1
Germany	10%	=	=
Netherlands	3%	-4	-5

5. Financial/ Political Corruption

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Across 30 countries, the proportion expressing concern about corruption remains at around a quarter (26%).

South Africa has experienced a significant rise in the proportion mentioning corruption. Since last month, worry has risen eight points to over a half (55%), which is 11 points higher than August 2024. It is also the most elevated it has been in two years, with July 2023's score recording 55%, too.

Americans also seem to be becoming more concerned, with this month's score up four points to 27%, which is seven points more than this time last year. April 2025, however, recorded 30%, which is the highest since February 2021 (also 30%).

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

- Indonesia (68%)
- Spain (39%)
- Malaysia (51%)

26%

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

5. Financial/ Political Corruption

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	26%	=	+3
Indonesia	68%	+3	+10
Peru	56%	+2	+15
South Africa	55%	+8	+11
Malaysia	51%	=	+7
Hungary	50%	+5	+7
Thailand	44%	-2	+4
Spain	39%	-2	+14
Colombia	35%	-2	+4
Brazil	33%	+1	+5
South Korea	33%	+1	-5
Chile	32%	+5	+5
Israel	31%	+4	+8
Türkiye	29%	+1	+10
US	27%	+4	+7
Argentina	25%	-2	+7
Mexico	24%	-3	+2
Poland	24%	+3	+1
India	20%	-2	-1
Japan	16%	-6	-9
France	12%	+2	+5
Belgium	12%	-1	+1
Italy	11%	=	-2
Australia	11%	+1	-4
Great Britain	10%	+2	=
Ireland	10%	-1	=
Canada	9%	-4	+1
Singapore	8%	=	+1
Sweden	7%	-2	-4
Germany	7%	-1	-2
Netherlands	4%	-1	-4

7. Taxes

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Across 30 countries, the proportion mentioning taxes has risen slightly since last month to a fifth (19%).

Concern about taxes has jumped in France by six points to a quarter (26%) saying they are worried. Except for a similar peak in November 2024 (also 26%), this is France's highest level of concern about taxes since January 2020 (28%).

Worry in Japan has now reached a third (33%) expressing concern, which is four points higher than last

month and five points higher than August 2024. This score is relatively normal for the country though.

Countries where TAXES is the #1 concern:

- Japan (33%)
- Belgium (32%)

19%

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

7. Taxes

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing taxes as a worry	Change from 12-month last month change	
World	19%	+2	+2
Japan	33%	+4	+5
Belgium	32%	=	-1
Brazil	31%	+3	+7
Italy	28%	=	+2
Canada	27%	-1	-1
France	26%	+6	+12
Malaysia	24%	-4	+7
Indonesia	23%	+11	+9
Australia	21%	+2	+5
Israel	20%	=	=
Türkiye	20%	+2	+4
South Korea	19%	+5	+4
Spain	19%	+1	-3
Mexico	18%	+5	-6
Singapore	18%	+2	+2
Ireland	17%	+4	-1
Great Britain	17%	-2	=
India	17%	-2	+1
Argentina	17%	+4	-6
Poland	16%	+4	-5
Colombia	16%	+7	+2
US	16%	-1	+3
Thailand	16%	+6	+4
Germany	15%	+4	+4
Netherlands	13%	=	-1
South Africa	12%	+2	+5
Chile	9%	-1	-1
Sweden	9%	-3	+1
Hungary	5%	-1	=
Peru	4%	-1	-2

8. Immigration Control

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Across 30 countries concern about immigration has increased slightly since last month to just under a fifth (18%).

Four countries now put immigration control as their primary issue, with the Netherlands becoming the new addition to the group. 36% of the Dutch express concern, which is eight points higher than last month and the highest since May 2024 (37%).

Elsewhere in Europe, the proportion of Poles citing this

issue has risen four points to 29%, which is the joint highest score for the nation in ten years (July 2024 also recorded 29%).

Countries where IMMIGRATION CONTROL is the #1 concern:

- Ireland (40%)
- Netherlands (36%)
- Germany (39%)
- Great Britain (39%)

18%

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

8. Immigration Control

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing immigration control as a worry	Change from 12-month	
		last month	change
World	18%	+1	=
Ireland	40%	-5	-3
Chile	39%	-4	-8
Great Britain	39%	=	+9
Germany	39%	+2	+5
Netherlands	36%	+8	+9
Poland	29%	+4	+9
Spain	27%	+3	+7
Belgium	26%	+3	+2
France	24%	-2	+1
Canada	24%	-5	-2
US	22%	-1	-7
Italy	20%	=	+4
Türkiye	20%	-1	-21
Japan	20%	+3	+7
Australia	19%	+3	+3
Sweden	17%	-1	-1
Singapore	15%	=	+2
South Africa	15%	+3	=
Malaysia	13%	+4	+1
Peru	10%	-1	=
India	9%	+4	=
Thailand	8%	+3	+4
Colombia	7%	+1	-4
Mexico	5%	-1	-1
Israel	4%	-1	-1
Hungary	4%	+1	-4
Argentina	3%	+1	+1
South Korea	2%	=	=
Indonesia	1%	=	=
Brazil	1%	=	=

9. Climate Change

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 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%.

Japan and South Korea have both been [experiencing record heatwaves](#) this month, which is particularly reflected in our data.

The proportion of South Koreans saying climate change is an issue for their country has risen ten points to three in ten (29%). This is not only nine points higher than last August, but it is also the highest it has been for the nation in over ten

years.

Japan, however, has not reached record levels but does remain elevated with 31% citing climate change.

Countries where CLIMATE CHANGE is the #1 concern:

None

15%

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

9. Climate Change

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing climate change as a worry	Change from 12-month	
		last month	change
World	15%	=	-2
Japan	31%	+1	-2
South Korea	29%	+10	+9
Singapore	26%	-2	+2
Netherlands	26%	+2	-3
Australia	22%	+1	+1
Germany	21%	+1	=
Italy	20%	-2	-3
Great Britain	20%	+2	=
US	19%	+9	-3
France	19%	-4	-4
Canada	19%	+2	-6
Belgium	18%	+2	=
Ireland	18%	+3	+5
Sweden	17%	=	-2
Spain	16%	+1	-3
Poland	15%	-1	-3
Thailand	14%	-3	-5
Mexico	13%	-2	-3
Türkiye	13%	+5	+5
Malaysia	11%	-1	-1
Brazil	11%	+1	-3
India	10%	+1	-4
Indonesia	9%	-1	-8
Hungary	9%	-1	=
Colombia	7%	-2	-4
Chile	5%	-1	-2
South Africa	4%	-2	-7
Peru	4%	-3	-3
Argentina	4%	+1	+1
Israel	3%	=	+1

10. Education

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Across 30 countries, the proportion expressing concern over education has fallen marginally to 13%.

Three in ten (30%) Argentinians say education is one of the primary issues facing their country, putting it fifth for them. This level of concern is relatively normal for the nation, with March 2025 marking a high point in the year when it was at a third (34%) concerned.

India is another country that ranks education relatively high. Despite the level of worry being

four points lower than last month, it's currently five points higher than 12 months ago (now at 23% expressing concern).

[For more on education, check out the latest Ipsos Education Monitor.](#)

Countries where EDUCATION is the #1 concern:

None

13%

say **education** is one of the key issues facing their country.

10. Education

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country	% choosing education as a worry	Change from 12-month	
		last month	change
World	13%	-1	-1
Argentina	30%	-1	=
India	23%	-4	+5
Israel	22%	=	+4
Peru	21%	+1	-5
Hungary	21%	-3	-6
Mexico	20%	+1	+5
Türkiye	20%	-1	-2
Brazil	19%	-3	-8
Chile	16%	=	+2
Colombia	15%	-2	=
Spain	14%	+1	=
Belgium	13%	-2	-4
Malaysia	13%	+2	-1
Indonesia	13%	=	-3
South Africa	13%	-1	+2
France	12%	-3	+1
Netherlands	12%	-2	+2
Canada	12%	+3	+2
Australia	10%	+1	+1
US	10%	+2	+2
Germany	9%	-1	-1
Poland	9%	=	+2
Sweden	9%	+3	=
Thailand	8%	+2	-1
Italy	8%	+2	-1
Great Britain	7%	+2	=
Japan	7%	+2	+1
Singapore	7%	-3	-9
South Korea	6%	+1	+1
Ireland	5%	=	-3

11. Military Conflict Between Nations

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Concern about military conflict across 30 countries has fallen three points since last month. This is most likely a return to normal following a spike in July caused by bombings in Iran by the US.

On the 24th of July, tensions between Thailand and Cambodia [spilt over into armed fighting](#). As a result, the proportion of Thais expressing worry shot up by 13 points to half (50%), which is the highest it has been for the nation since they were added to the survey

in August 2022.

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

- Thailand (50%)

12%

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

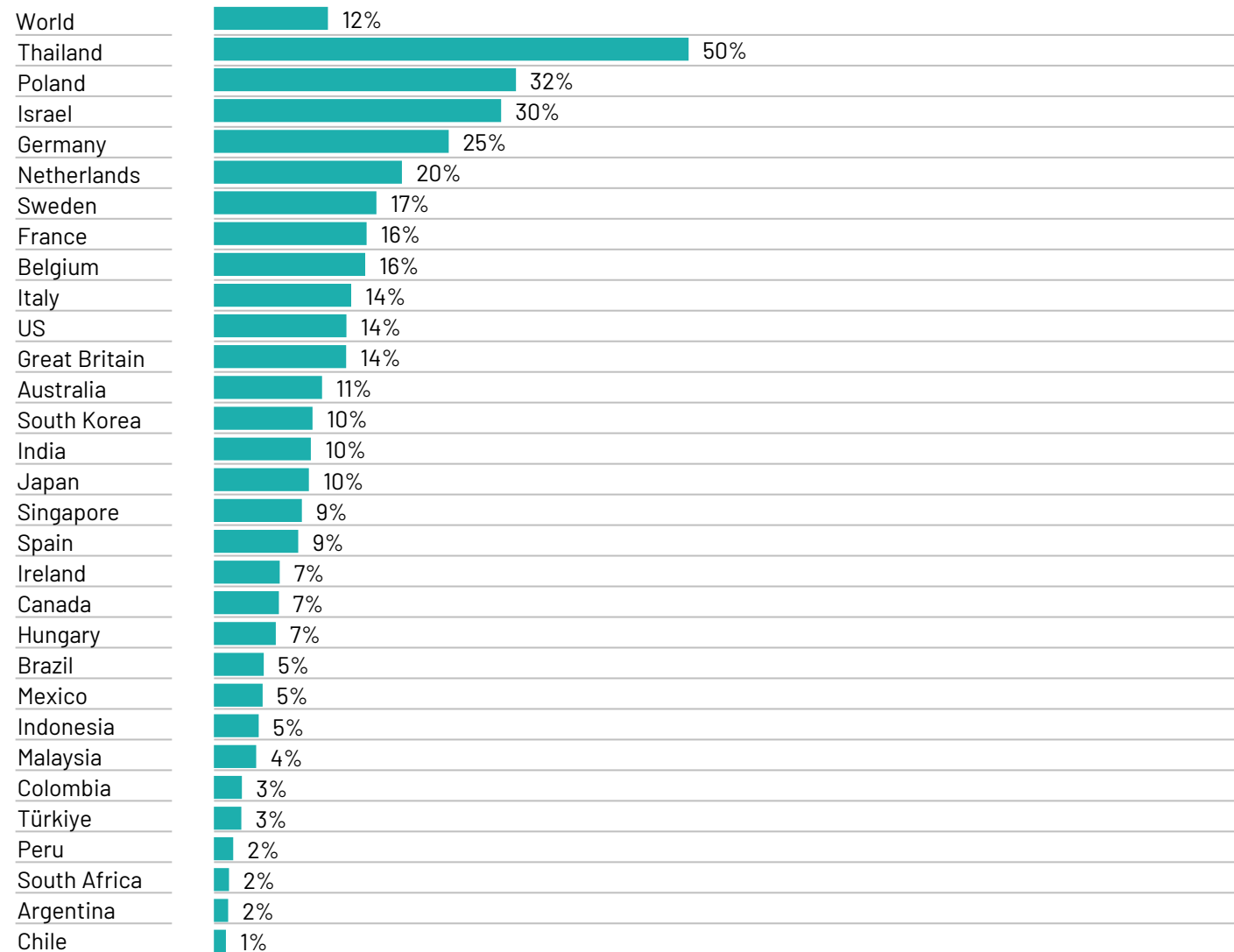
11. Military Conflict Between Nations

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country

% choosing military conflict between nations as a worry



Change from 12-month last month change

-3	+2
+13	+43
-4	+1
-3	-20
-4	+3
-6	+3
-4	+7
-2	+9
=	+5
-5	=
-13	+1
-11	+3
-6	+4
-5	-2
+3	+1
-5	-3
-3	+3
-8	+1
-4	+2
-2	+2
+1	+1
=	+3
-4	+3
-6	=
-2	=
-2	-2
-1	=
-3	-2
=	+1
-3	-1
-4	-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 30 countries questions relating to the economy and finance, on a country and personal level.

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

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

Current Economic Situation

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Of the 30 countries in our survey, Malaysia has seen the largest 12-month increase to its good economy score, up 13 points to 71%.

Also doing well, against the context of recent years, Argentina's good economy score has now been at or above 20% for 12 of the past 14 months. This follows a continuous period of five years and 11 months below 20%.

Germany also shows positive signs, with its good economy score having risen every month since the federal election in

February (when it was at 25%).

Meanwhile, France's good economy score has seen the largest 12-month decrease of any country in our survey, down 18 points. This month's score of 9% is France's lowest in over ten years (7% in January 2015).

Top countries most worried about the economy:

- **France** (9% say it is in "good" shape)
- **Japan** (12%)
- **Hungary** (19%)
- **Türkiye** (22%)
- **South Korea** (23%)

9%

of people in France say the country's current economic situation is good.

Current Economic Situation

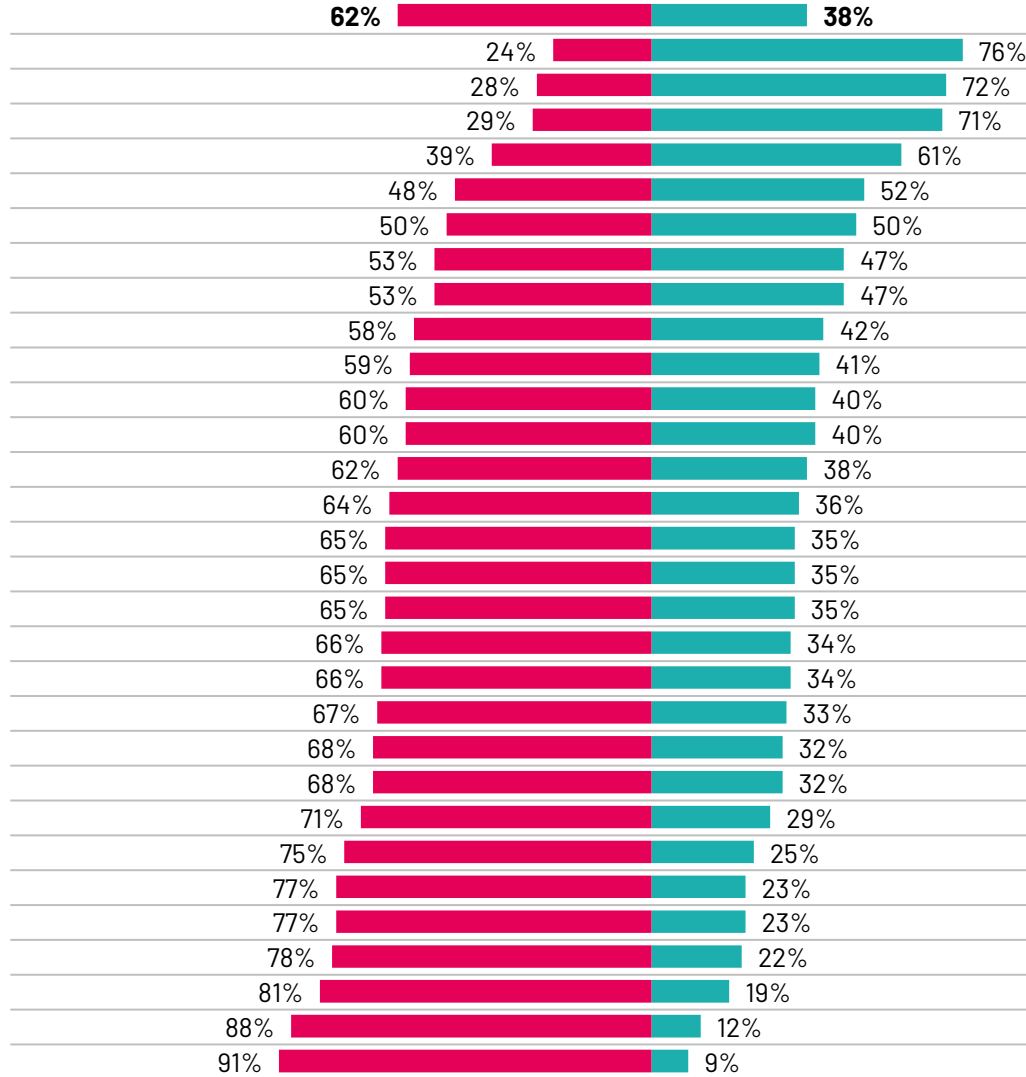
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

Country

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

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



Good Bad

Change from 12-month last month change

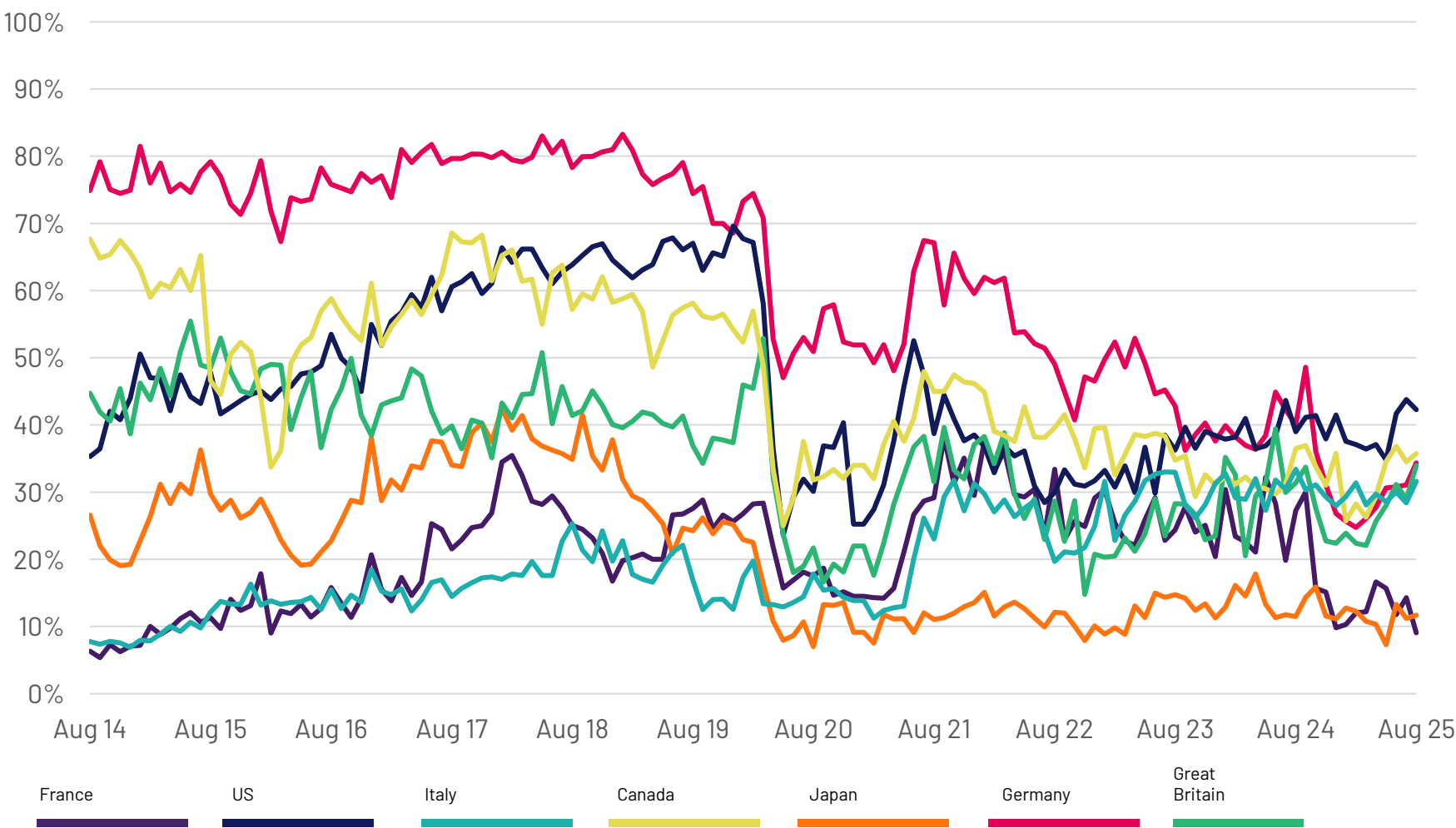
=	=
-1	+9
-5	-9
+9	+13
-3	-3
=	+1
+1	+5
+4	+3
-9	+6
-2	+3
-6	-15
+3	-3
-3	-7
-1	+8
+1	=
+3	-4
+4	+5
+2	-9
+5	+3
+3	-6
+4	-2
=	+4
+4	-1
-2	+9
-1	-9
-1	+8
+8	+7
-2	=
-1	-5
+1	+1
-5	-18

Current Economic Situation

G7
% 'Very good' or 'Somewhat good'

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25

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



Current Economic Situation

Argentina

% 'Very good' or 'Somewhat good'

Argentina's good economy score has now been at, or above, 20% for 12 of the past 14 months. This follows a continuous period of 5 years and 11 months below 20%.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

Canada

% 'Very good' or 'Somewhat good'

Canada's good economy score has sat below 40% since January 2023 (40%).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

Chile

% 'Very good' or 'Somewhat good'

Chile's good economy score has been steadily rising since July 2022 (14%).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

France

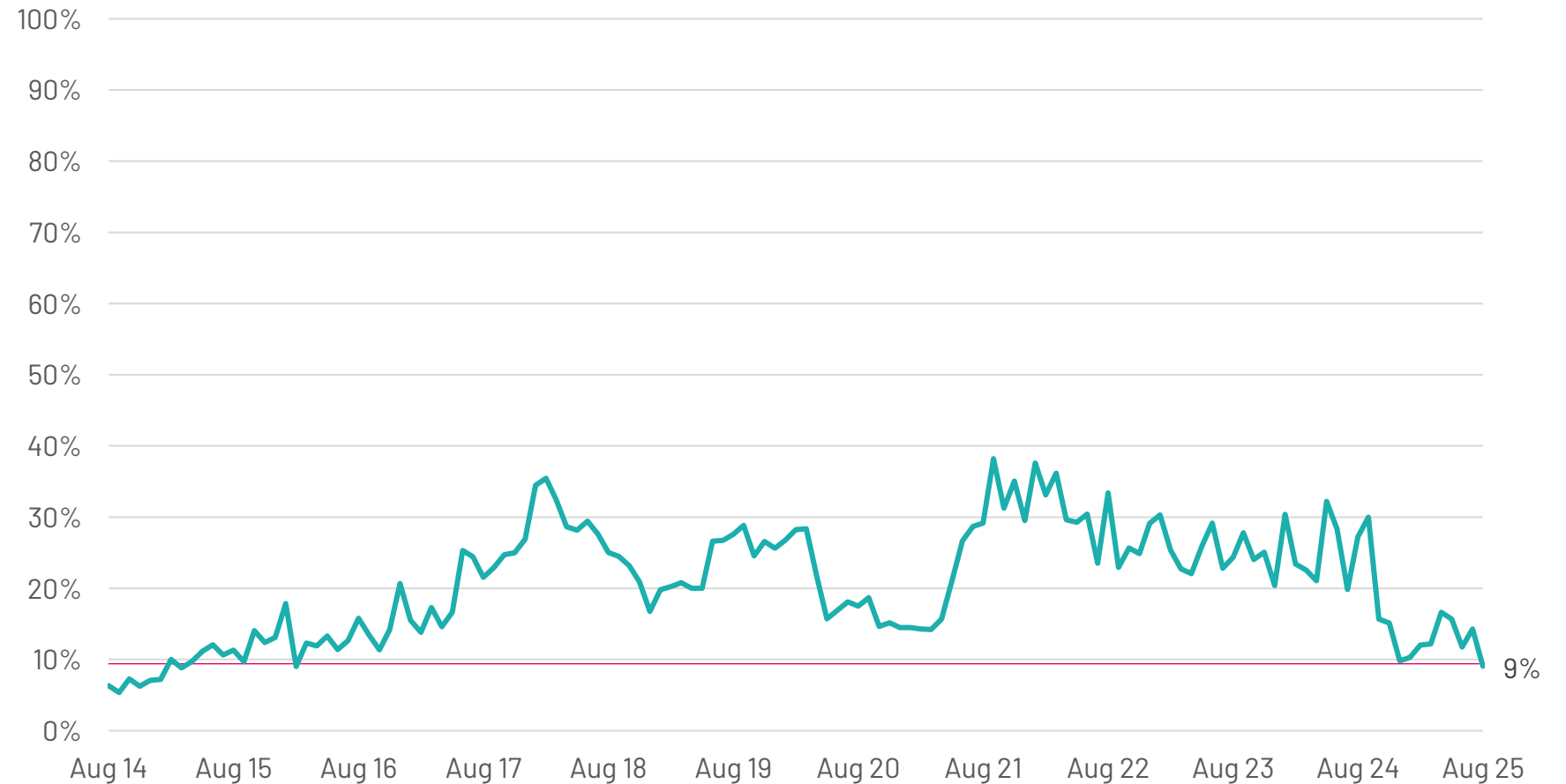
% 'Very good' or 'Somewhat good'

France's good economy score has seen the largest year-on-year decrease of any country in our survey, down 18 points. This month's score of 9% is France's lowest in over 10 years (7% in January 2015).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

Germany

% 'Very good' or 'Somewhat good'

Germany's good economy score has risen every month since the 2025 Federal election in February (25%).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

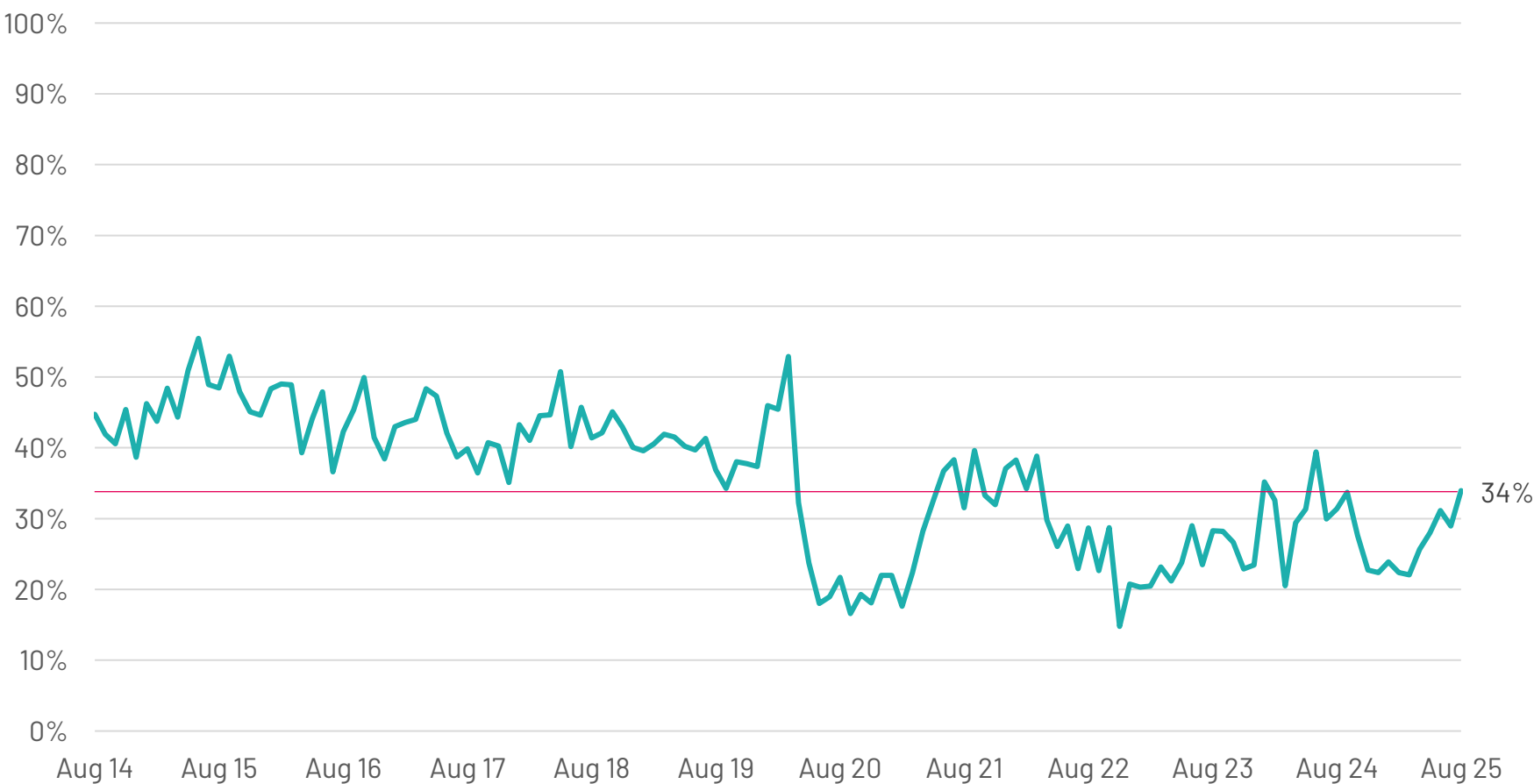
Great Britain

% 'Very good' or 'Somewhat good'

Over the past 12 months, Britain's good economy score has only risen above 30% on three occasions – compared with a consistent above-30% score pre-pandemic.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 – August 8th 2025.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25

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



Current Economic Situation

Italy

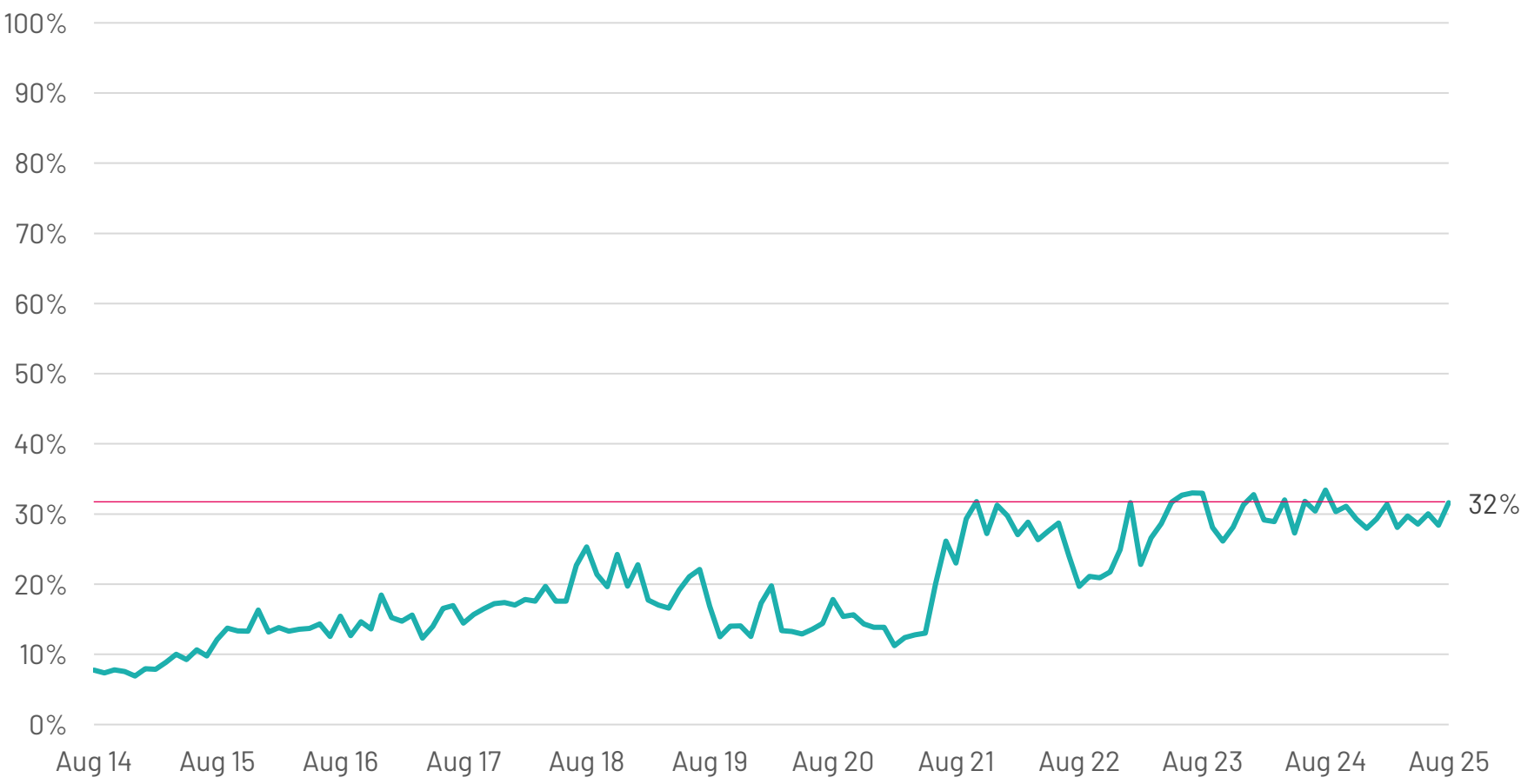
% 'Very good' or 'Somewhat good'

Italy remains the most consistent country in our survey, with its good economy score varying just 4 points over the past 12 months – a high of 32% and a low of 28%.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 – August 8th 2025.

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

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



Current Economic Situation

Japan

% 'Very good' or 'Somewhat good'

Japan's good economy score has not risen above 20% since February 2020 (22%).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

Malaysia

% 'Very good' or 'Somewhat good'

Malaysia's good economy score has risen most over the past year than any other country in our survey, up 13 points to 71%.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

South Korea

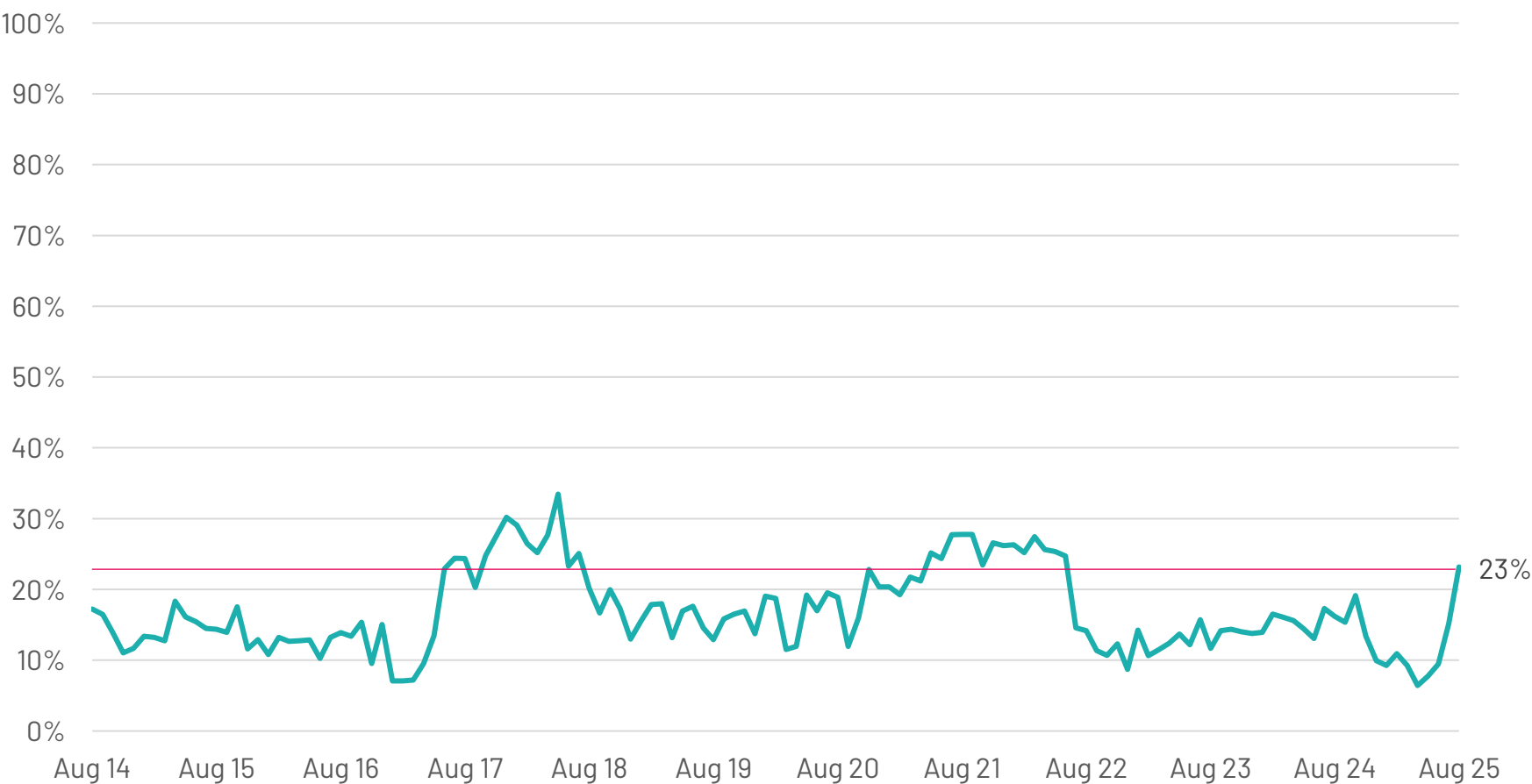
% 'Very good' or 'Somewhat good'

An 8-point increase from last month sees South Korea record its highest good economy score since June 2022 (25%).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

Sweden

% 'Very good' or 'Somewhat good'

While still low compared to past scores, Sweden's good economy score this month is the highest it has been in two years (47% in September 2022).

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Current Economic Situation

US

% 'Very good' or 'Somewhat good'

While well below pre-pandemic levels, the US's good economy score is high compared with recent years.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

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

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



Methodology

This 30-country Global Advisor survey was conducted between July 25th 2025 and August 8th 2025 via the Ipsos Online Panel system among 500 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye and the United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

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

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

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

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

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

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

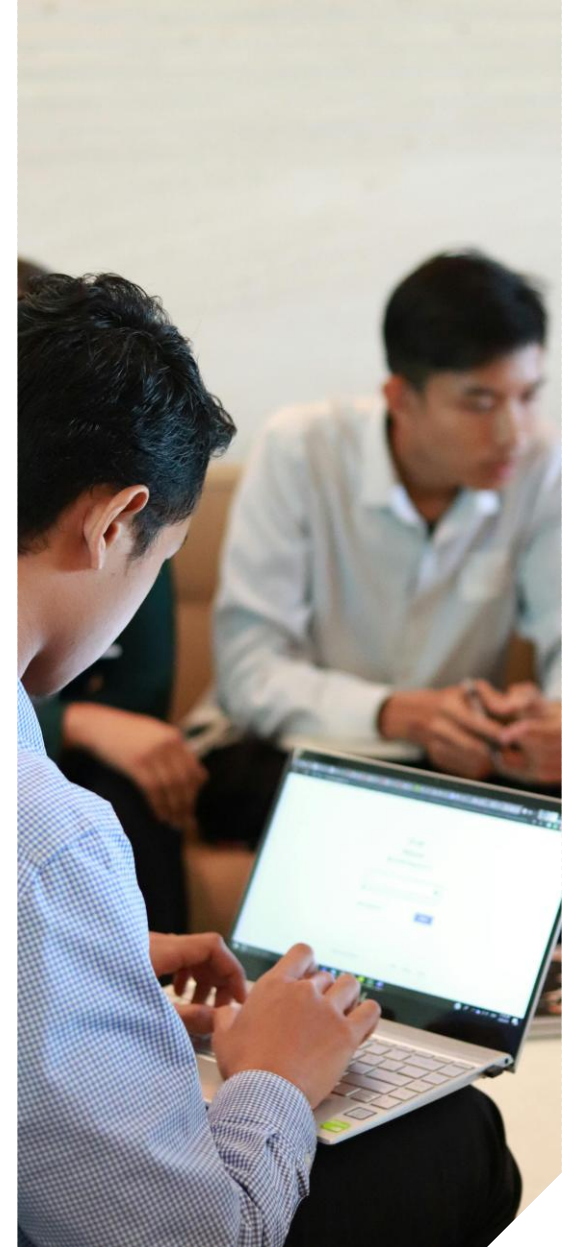
classes A, B and C in metros and tier 1-3 town classes across all four zones.

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data.

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

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

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



THANK YOU

CONTACT:

Joseph.Nadler@ipsos.com

VISIT:

ipsos.com