

# WHAT WORRIES THE WORLD?

September 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](http://www.ipsos.com)**.

Please contact  
**[Joseph.Nadler@ipsos.com](mailto:Joseph.Nadler@ipsos.com)**  
for more information.

# Summary

## 01. French pessimism hits new low

The proportion of French people saying the country is “heading in the right direction” has reached a ten-year low of just 9%. Similarly, the number believing the economy to be “good” is at 10% – putting the nation at the bottom of our 30-country table for both indicators.

France has had a year of political instability after the National Assembly dissolved in June 2024. Mathieu Gallard, Account Director at our Public Affairs team in France, provides context to the data in our [spotlight on France](#).

## 02. Financial/political corruption worry on the rise

Across 30 countries, the proportion expressing concern about corruption has risen slightly over the month to 28%. It's the fourth biggest concern overall.

Corruption worry is on the rise in APAC, with Malaysia's concern levels jumping eight points to 59%, and Thailand's score increasing seven points to just over half (51%). Meanwhile, Indonesia's level of worry is up four points to 72%, which is the highest it has been since we added the nation in August 2022.

Furthermore, after a recent [scandal involving President Milei's sister](#), we see Argentina's corruption concern jump 11 points to 36%, the highest since September 2022.

## 03. Concern about tax reaching all corners

Across 30 countries, the proportion expressing concern about taxes remains at a fifth (19%), which is slightly higher than this time last year.

In addition to their economic pessimism, France is also concerned about taxes, with the level rising slightly to 28%.

After [recent unrest](#), Indonesia's score has also reached a record high of 35% after jumping 12 points.

Additionally, Americans' levels of worry about taxation have increased five points, with a fifth (21%) now saying they're worried, which is the highest it has been in eight years.

# What Worries the World? SEPTEMBER 2025

## Top five worries

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

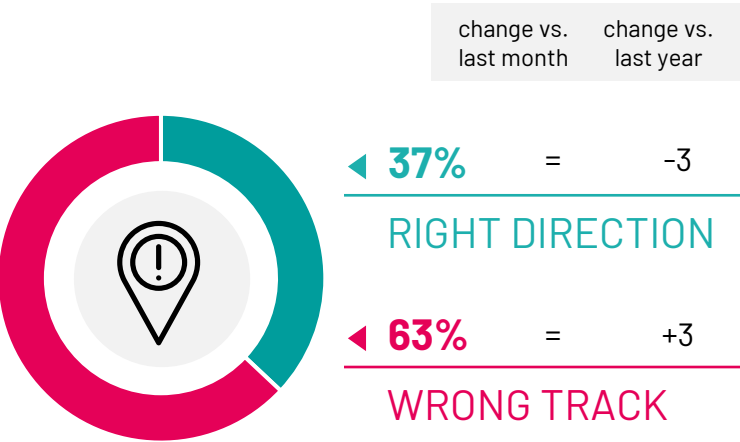
		change vs. last month	change vs. last year
Crime & violence	32%	=	+1
Inflation	30%	=	=
Poverty & social inequality	29%	=	=
Financial/political corruption	28%	+2	+4
Unemployment	28%	=	+1

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

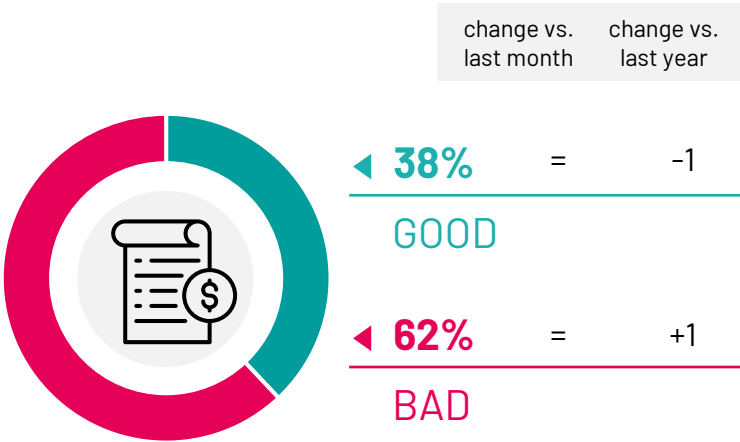
## State of the country

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



## State of the economy

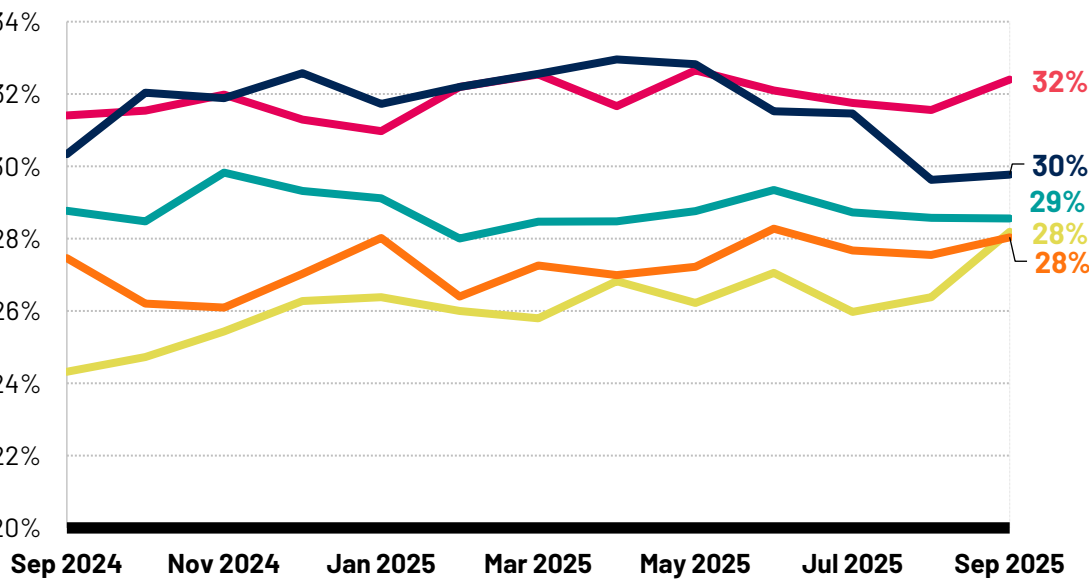
Q: How would you describe the current economic situation in your country?



# What Worries the World? 12 MONTH TREND

## Top five worries

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



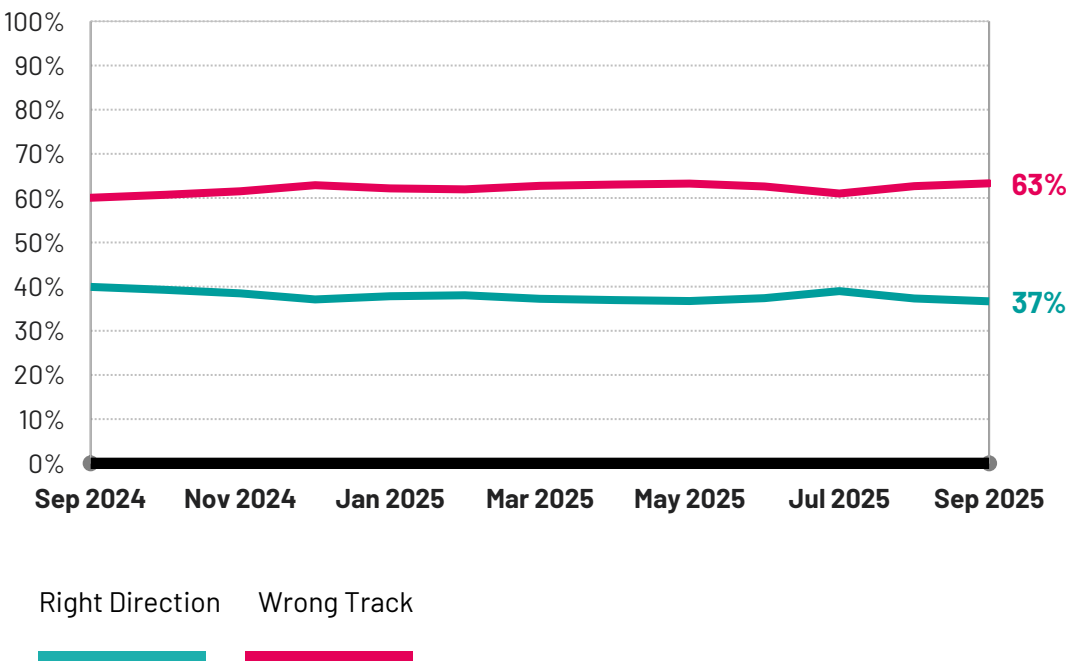
Crime Inflation Inequality Corruption Jobs

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries; August 22nd 2025 - September 5th 2025.

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

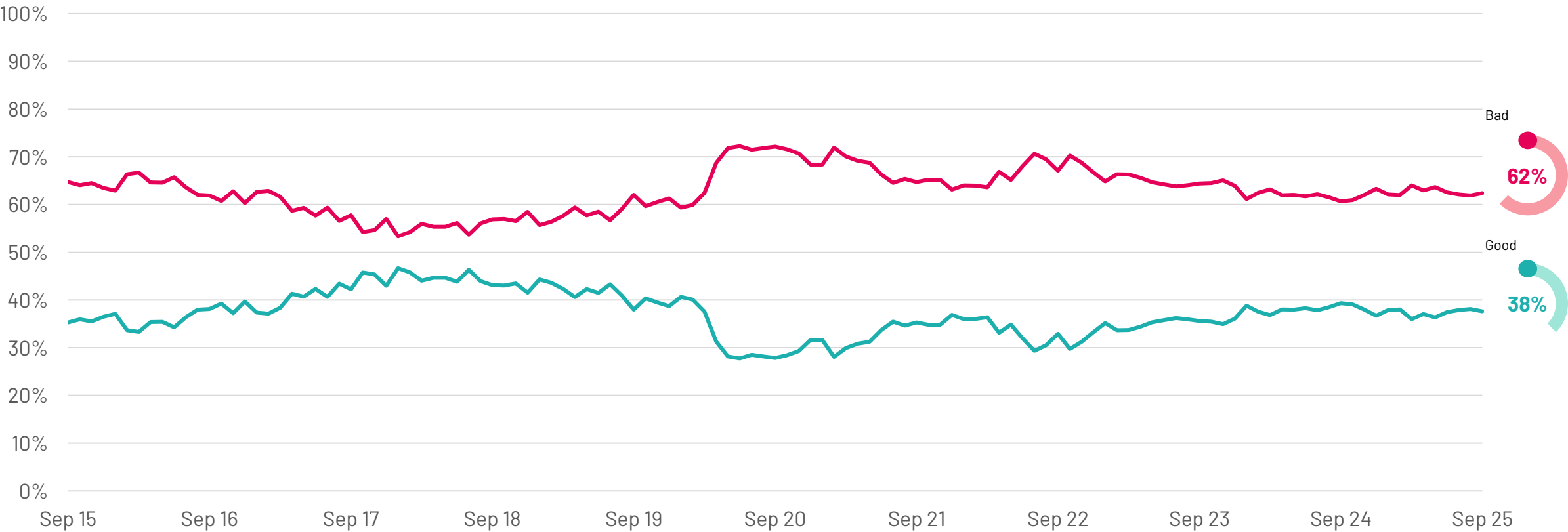
## State of the country

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



# Current Economic Situation: All-country average

**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 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 25





# DIRECTION OF TRAVEL

All countries



# Right vs. Wrong Direction Monitor

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries, the proportion saying their country is “heading in the right direction” remains at 37%. This is three points lower than this time last year.

France has reached a record low for optimism this month. The proportion of French people believing the nation is on the right track continues to fall and now stands at 9%. This is the lowest French score we’ve recorded on this measure in ten years.

Across the Channel, pessimism is also on the rise in Great Britain after the nation’s right direction score fell five points over the month to three in ten (30%). This is ten points lower than last September’s score.

Elsewhere, in Malaysia, optimism levels have also taken a sharp decline, down 11 points: today, three-fifths (61%) say the country is “heading in the right direction”.

# 37%

across 30 countries believe their country is “heading in the right direction”



# Right vs. Wrong Direction Monitor

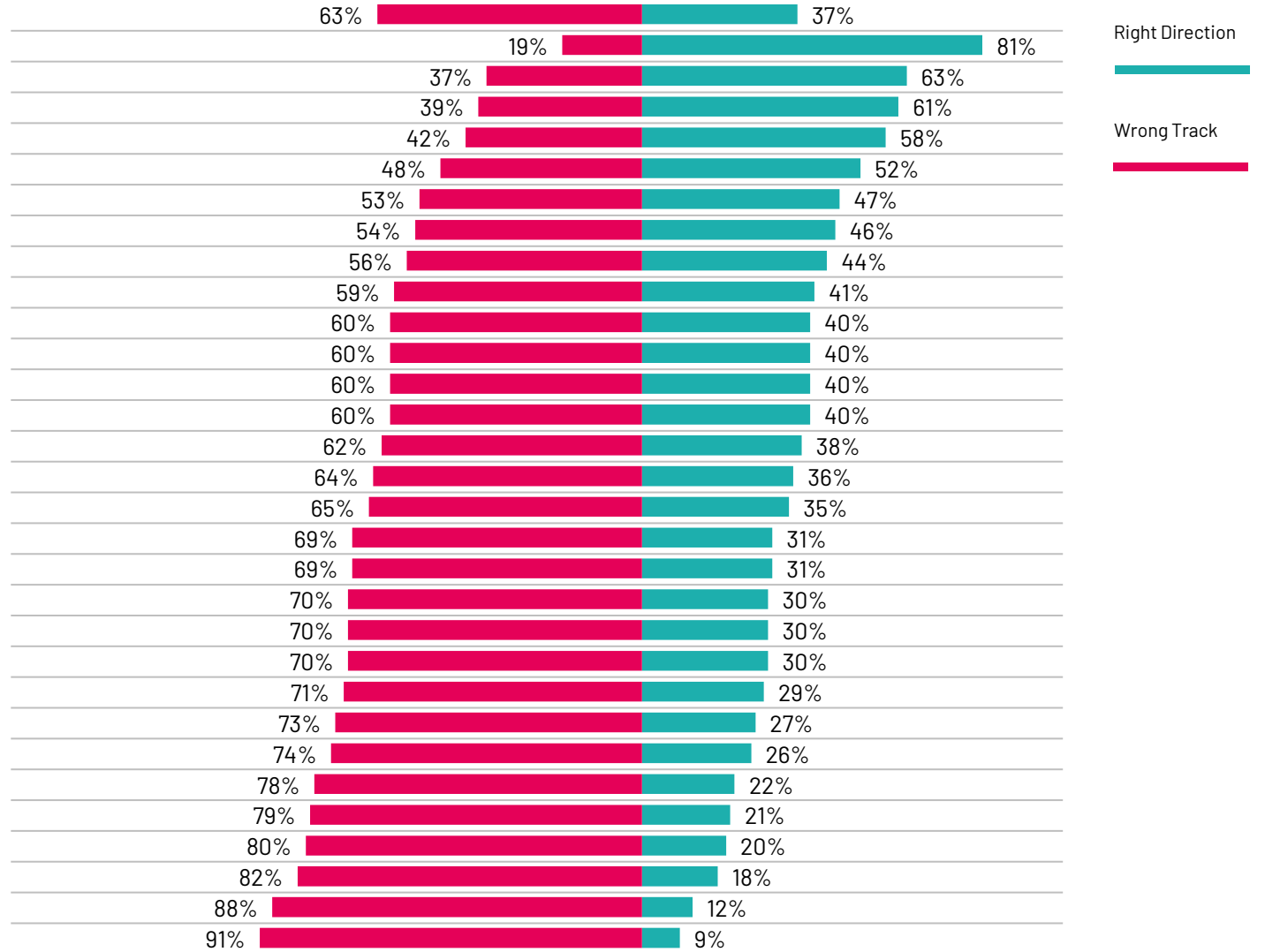
**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

## Country

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

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



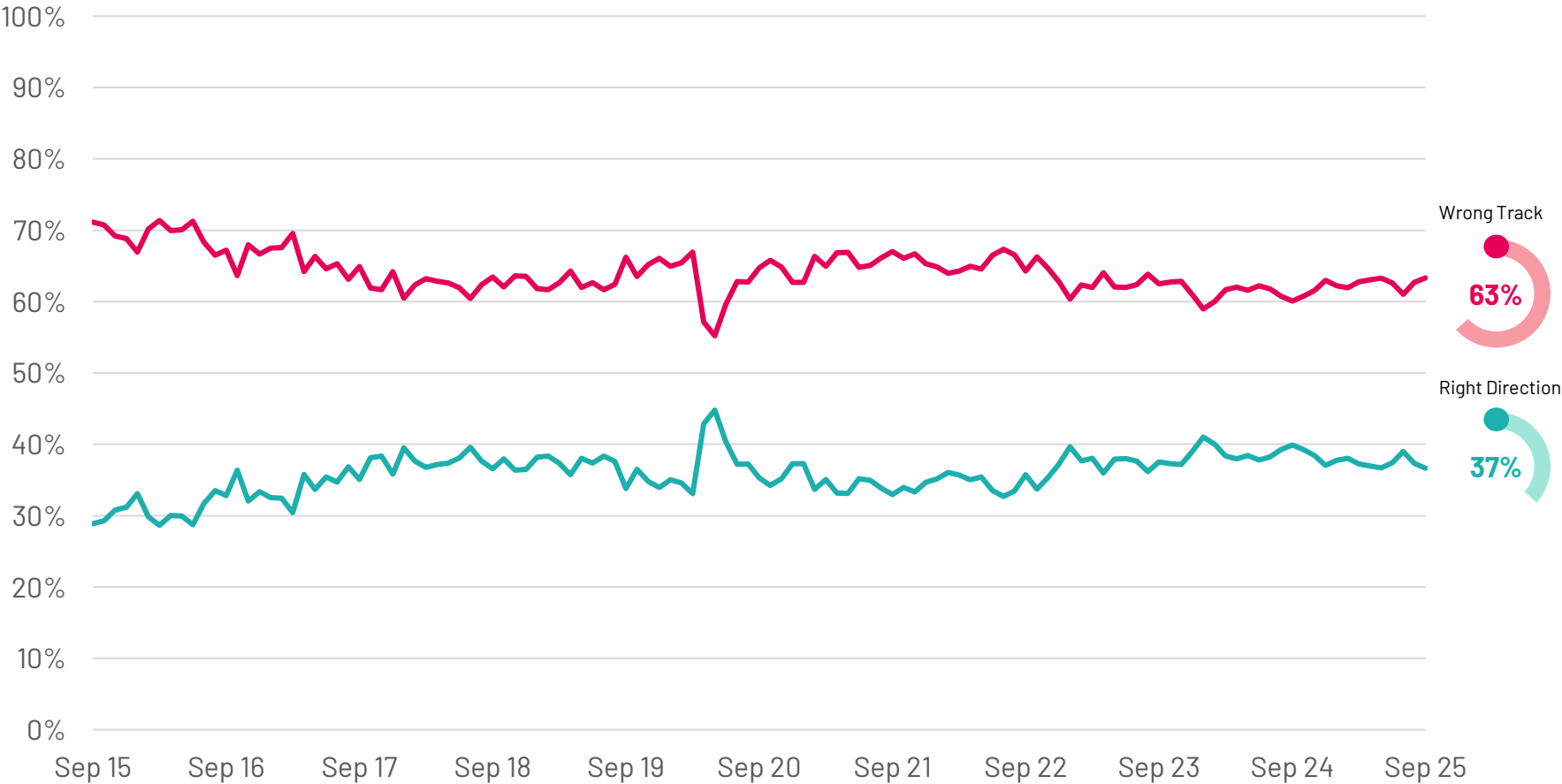
# Global Right/Wrong Direction

Global country average score

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 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: FRANCE



# FRANCE SUMMARY: SEPTEMBER 2025

## Top five worries

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

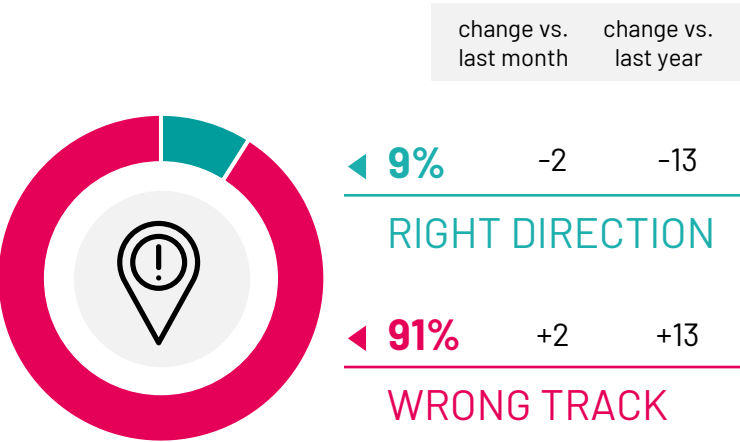
		change vs. last month	change vs. last year
Crime & violence	36%	-2	+1
Inflation	30%	-1	-3
Taxes	28%	+2	+12
Poverty & social inequality	27%	+1	-1
Immigration control	27%	+3	+6

Base: Representative sample of French 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: France | Current Wave: Sep 25

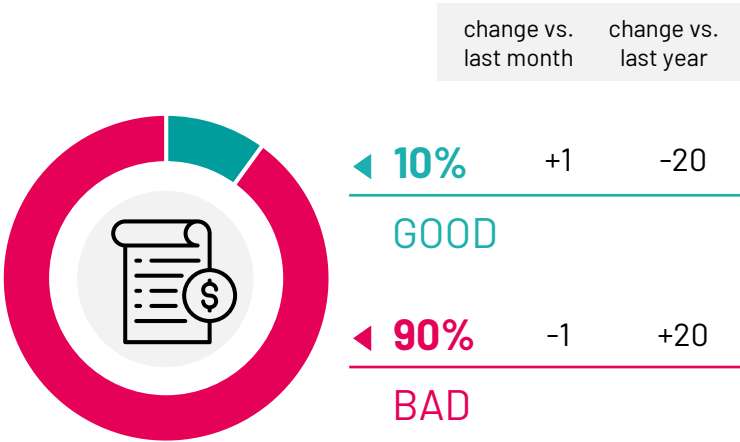
## State of the country

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



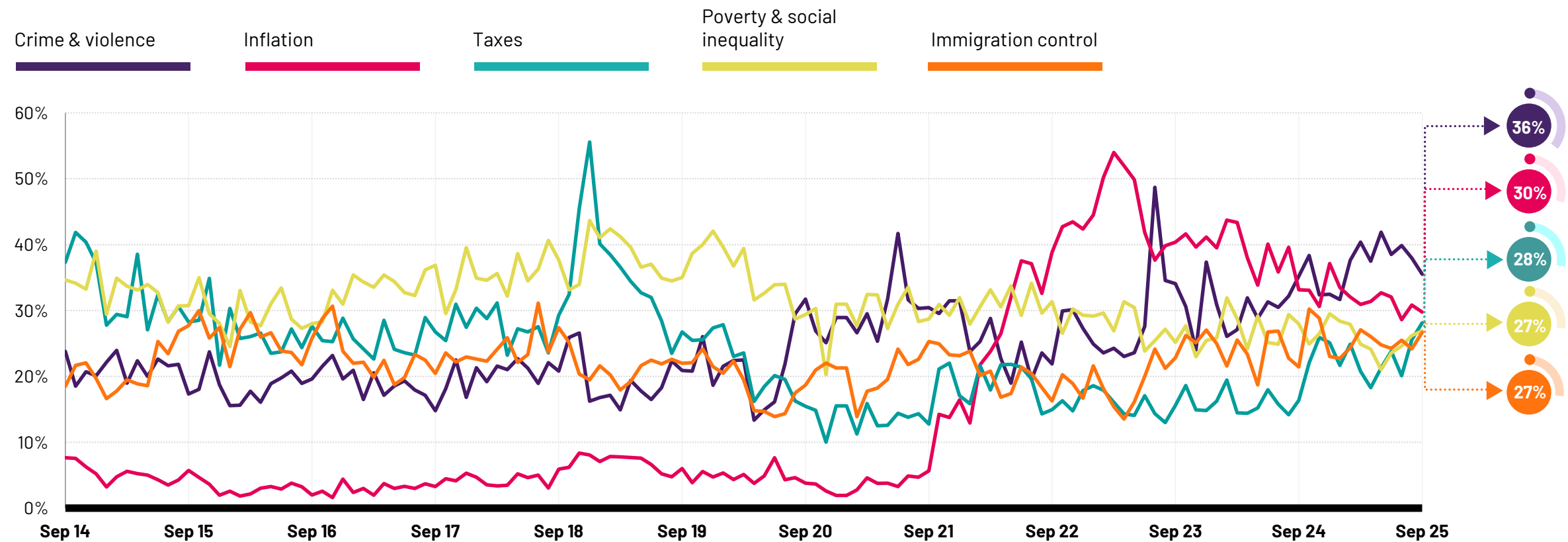
## State of the economy

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



# France'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 French 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: France | Current Wave: Sep 25



# Spotlight: France

**Base:** Representative sample of French 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: World | Current Wave: Sep 25

The famous caricature of the French is that they see the glass as half empty. But are some stereotypes true? According to our data, it would seem that the French are living up to convention.

This month, the proportion of French people believing their country is “heading in the right direction” reached a ten-year low of 9% - putting them bottom of our list of 30 countries.

Similarly, last month, they recorded a new low for economic sentiment, this time

with just 9% saying the economy is “good”, which is the lowest since February 2016 (also 9%).

Mathieu Gallard, Account Director, Public Affairs in France, explains:

“French pessimism has grown sharply since the snap parliamentary elections in the summer of 2024 and the political turmoil that followed, which saw three different governments come and go in quick succession.

*Turn overleaf.*

# 9%

of French respondents believe their country is “heading in the right direction” – a ten-year low



# Spotlight: France

**Base:** Representative sample of French 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: World | Current Wave: Sep 25

"Today, only 9% of French citizens believe the country is on the right track – down from 26% in June 2024, just before the National Assembly was dissolved. The contrast with southern European neighbours like Italy (30%) and Spain (31%) is now stark.

"Security tops the list of French concerns (36%), but economic and social issues are never far behind: inflation (30%), taxation (28%), poverty and inequality (27%), and the health system (26%). Anxiety in all these areas

is widespread, fuelled by the precarious state of public finances, which many fear will bring either higher taxes or cuts in social programs. Against this backdrop, only 10% say the country's economy is doing well – a dramatic drop of 20 points in just one year. France's economic fundamentals may not be worse than those of its neighbours, but the national mood has rarely been so bleak."

# 10%

say the country's economy is doing well

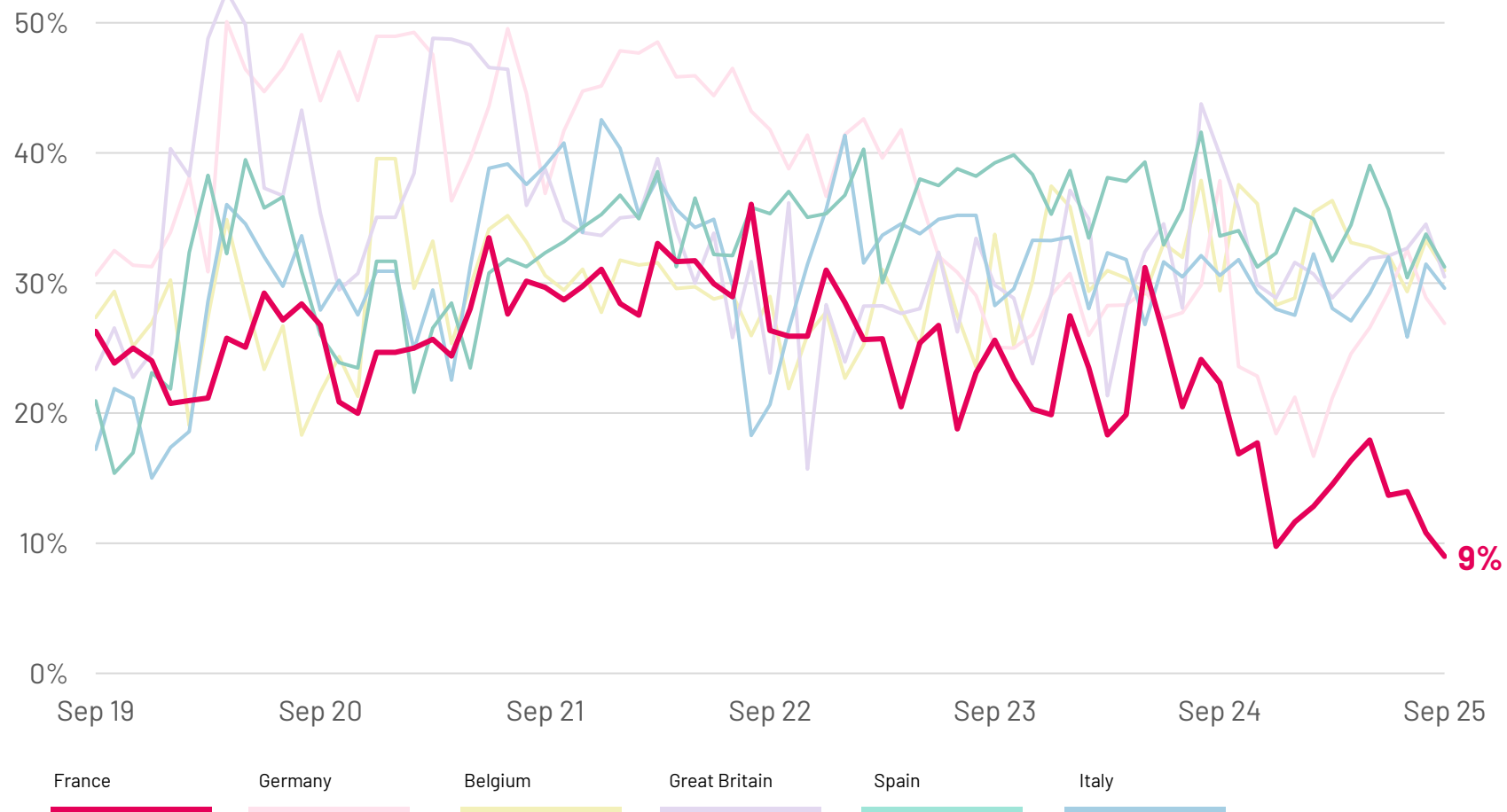
# France Right Direction

France is significantly more pessimistic than its European neighbours.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



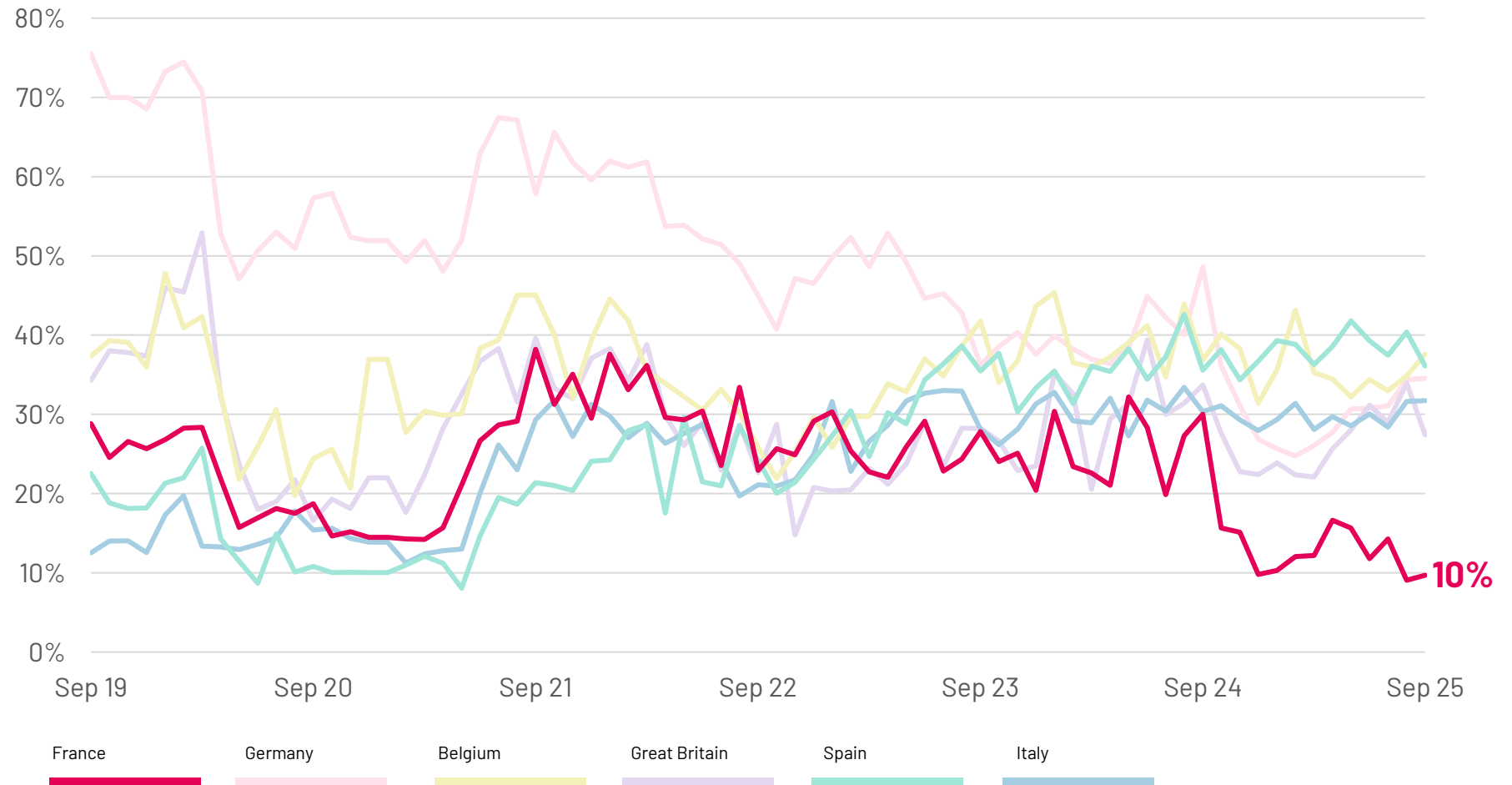
# Current Economic Situation

France is lagging behind its European neighbours.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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





# WORRY SPOTLIGHT: HEALTH CARE



# Spotlight: Health care

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing health care as a worry	Change from 12-month	
		last month	change
World	23%	-1	=
Hungary	63%	=	-5
Poland	41%	+1	+12
Ireland	38%	=	-12
Canada	38%	-3	-6
Great Britain	34%	+1	-1
Italy	34%	-1	-1
Brazil	33%	-1	-3
Australia	31%	-3	+2
Singapore	30%	+1	+6
Netherlands	28%	-5	+1
Spain	27%	-2	-5
Colombia	27%	-2	+7
France	26%	-1	+4
US	25%	=	-1
Sweden	23%	-2	-2
Belgium	21%	-2	-2
Germany	20%	=	+3
Mexico	20%	=	+4
Argentina	16%	-3	+4
Chile	16%	-2	+3
Peru	15%	+1	-2
South Africa	14%	-3	-1
India	13%	+1	=
Malaysia	10%	-2	+1
Japan	10%	-1	=
Israel	9%	=	+6
Thailand	8%	+1	+1
South Korea	7%	-1	-20
Türkiye	5%	=	+4
Indonesia	4%	-3	-3

## Spotlight: Health care

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

Health care as an issue across 30 countries is ranked sixth out of 18 concerns, with around a quarter, on average, mentioning it (23%).

Hungary has been the most consistently worried nation lately, with a majority (63%) currently saying health care is a primary issue. It has been their number one concern for two years now.

Six out of the top ten most worried countries are European, with Poland (41%), Ireland (38%), and Great Britain and Italy (both on 34%) all

featuring.

Overall, the level of worry about health care has, more or less, remained around this level post-pandemic.

However, thanks to recent data from the Ipsos Health Service Report (which comes out in October), we can see a 'Covid legacy' on specific health issues. In 2018, the perceived number one health challenge was cancer (52%). But in 2020, we started to see a rise in concern for mental health.

*Turn overleaf.*

# 63%

of Hungarians believe health care is a top issue for their country – the top worry for two years



## Spotlight: Health care

Over a five-year period, we've witnessed mentions of mental health rising from 26% in 2020 to 45% in 2025.

We also see a growing pessimism in people's expectations when it comes to the quality of health care in their country. In 2018, across 30 countries, 34% believed quality would improve. In 2025, that figure is 28%, with 21% now believing it will get worse.

When asked what are the biggest health problems facing their country, 47% across the

countries surveyed said access to treatment/long waiting times was the number one challenge, followed by not enough staff (43%), and cost of accessing treatment (33%).

Find all this and much more, including gender and generational breakdowns, mental health analysis, and attitudes to GLP-1s in the upcoming Ipsos Health Service Report 2025 (available on October 7<sup>th</sup>).

# 45%

across 30 countries say mental health is one of the main health challenges facing their country

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

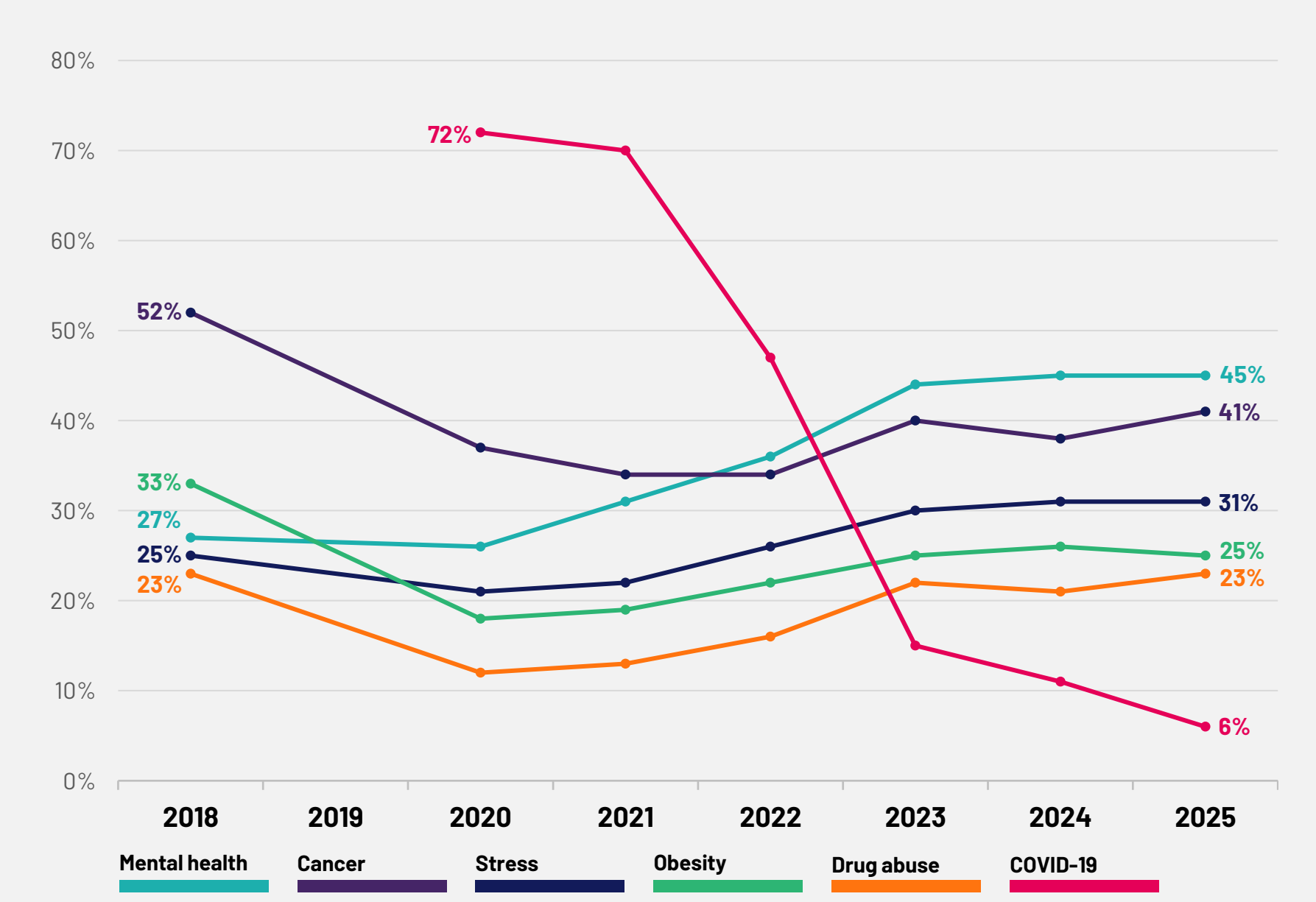
Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Global Country Average,  
2018 – 2025

Top 5 challenges (+ COVID)

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

Source: Ipsos Health Service Report 2025

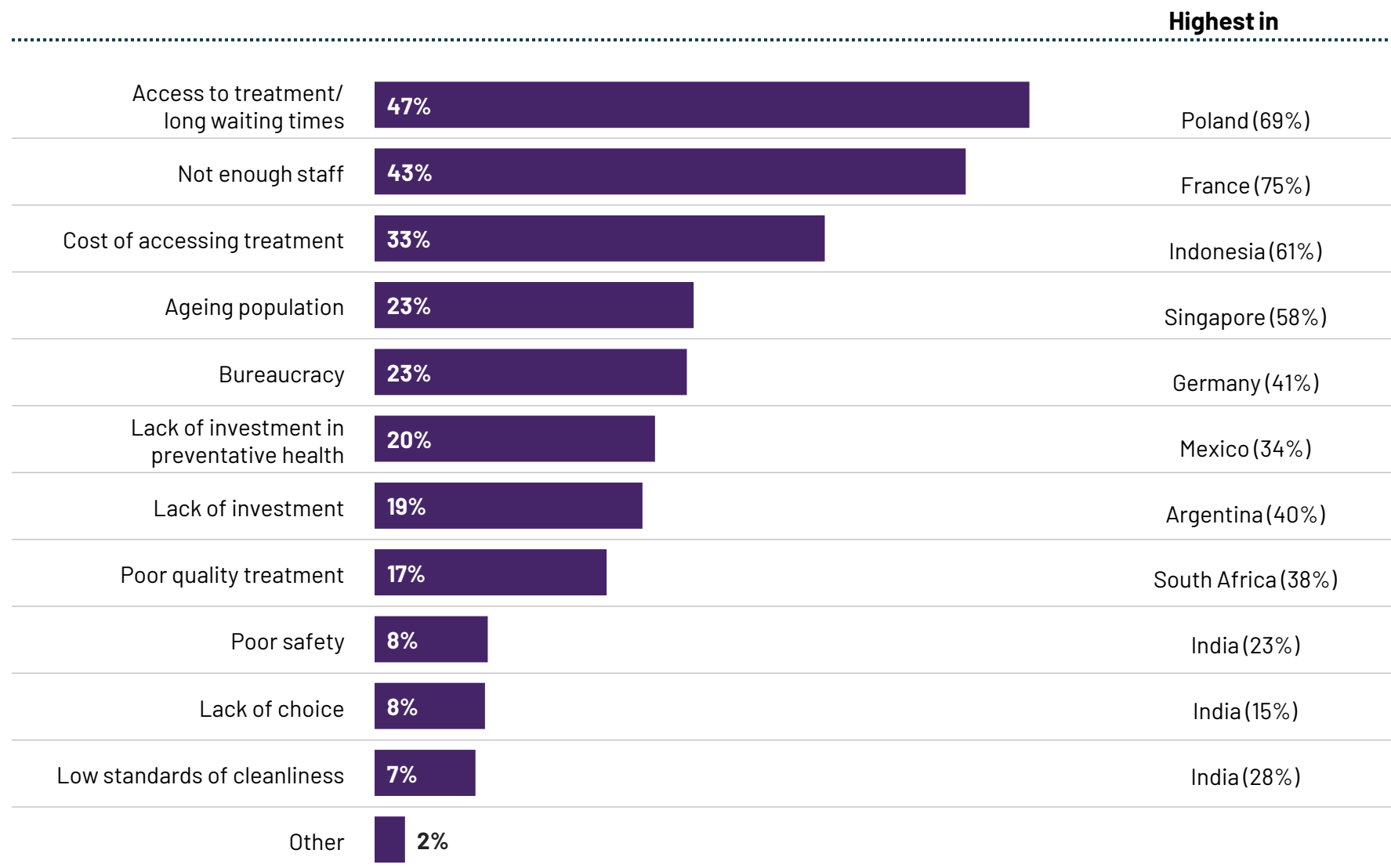


Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

### Global Country Average

**Base:** 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

**Source:** Ipsos Health Service Report 2025





# WHAT WORRIES THE WORLD?

Top issues ranked



# World Worries: Full List

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries, the proportion mentioning crime & violence remains at 32%, while concern for inflation holds at 30%.

The only movement in the top five worries has been from financial/political corruption, where the number of mentions has risen slightly to 28%.

Concern seems to be rising in APAC, with the level of worry increasing in Indonesia, Malaysia and Thailand.

Indonesia has also seen a significant uptick in worry about

taxes, after recent political turmoil. Likewise, the US and Great Britain have experienced rises in tax worry, albeit, not as significantly.

# 28%

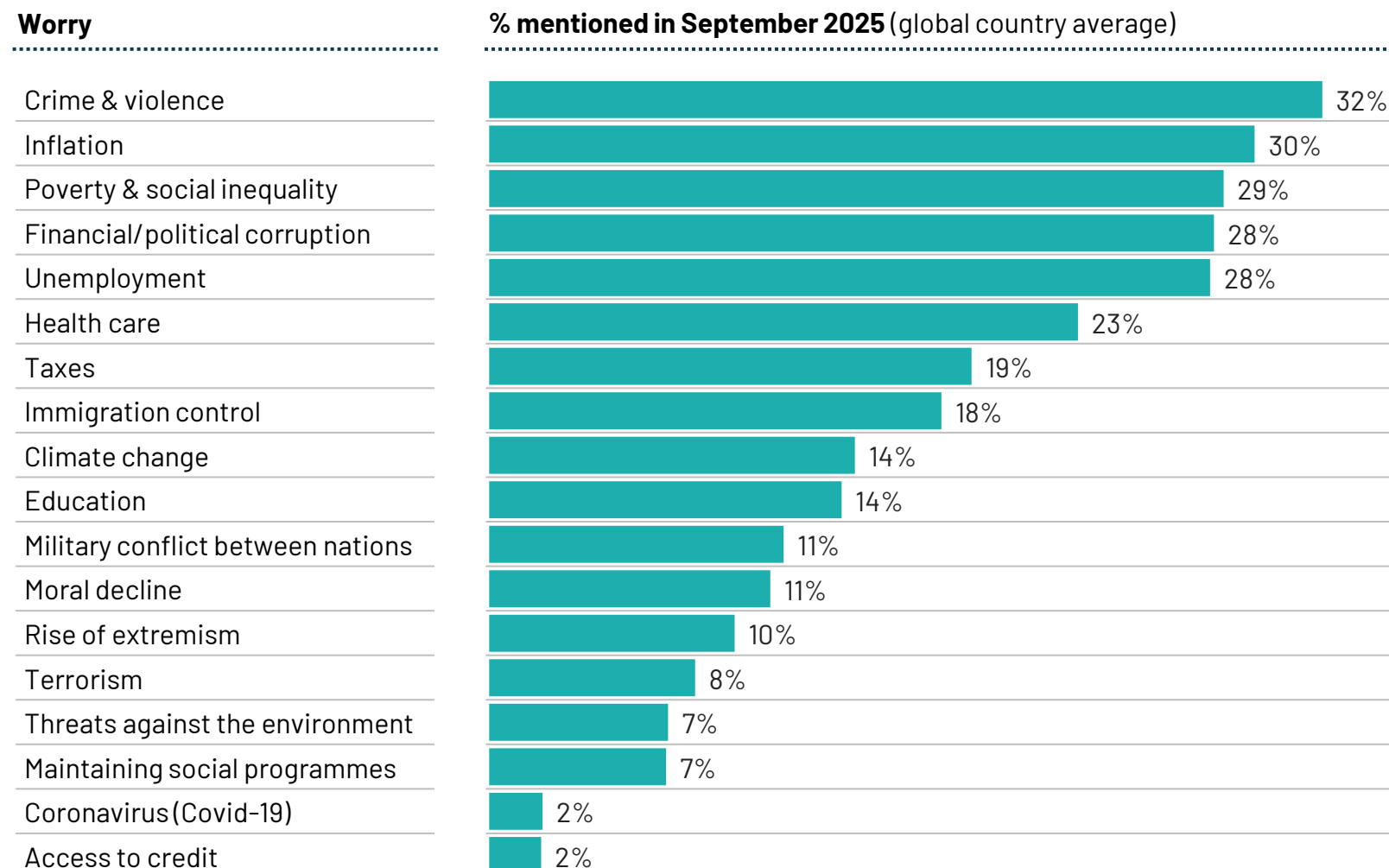
across 30 countries say financial/political corruption is one of the biggest issues facing their nation

# World Worries: Full List

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

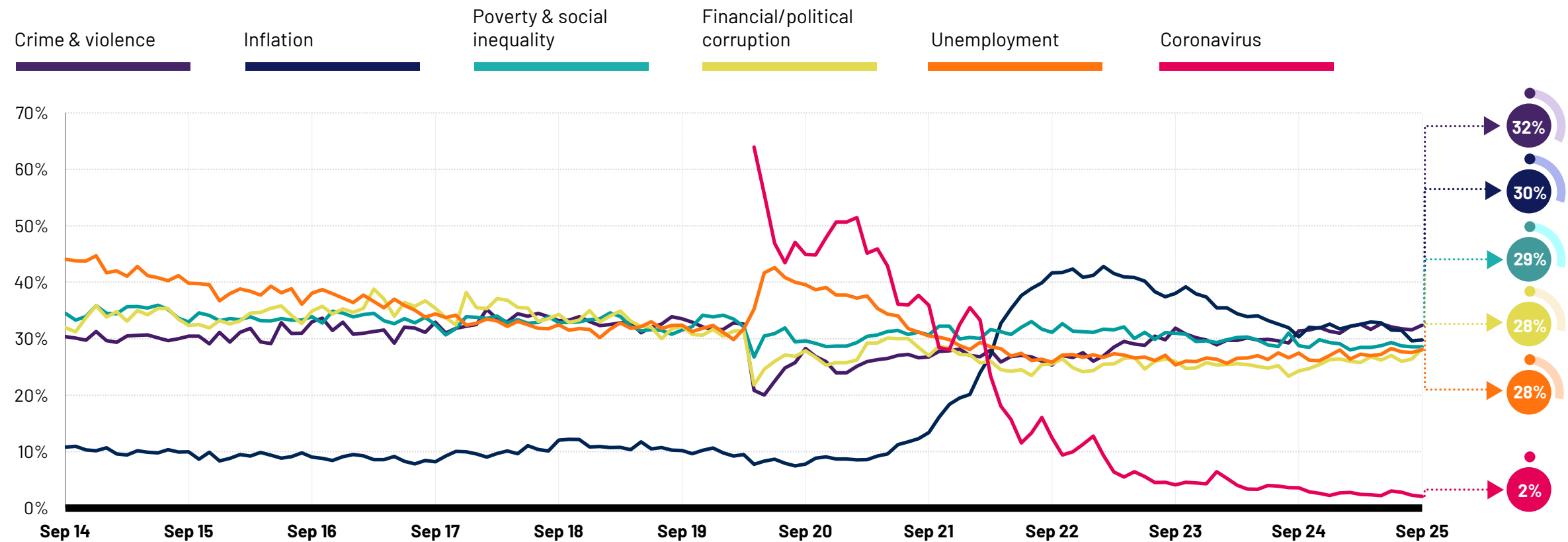
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 25

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



# World Worries: Long-Term Trend

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



Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.  
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Sep 25



# 1. Crime & Violence

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries, the proportion expressing concern about crime & violence remains at a third (32%), with seven countries having it as their primary worry.

All but one LATAM country puts crime top, with Colombia reaching new highs in concern. The proportion of Colombians saying they are worried is up seven points from last month to 49%, which is 12 points higher than last September and the highest it has been since they were added to the study in

March 2021.

The Netherlands (33%) have also reached a four-year high after increasing by nine points, which is the highest since August 2021 (when it was 37%).

## Countries where CRIME & VIOLENCE is the #1 concern:

- Peru (69%)
- Chile (66%)
- Sweden (57%)
- Mexico (53%)
- Colombia (49%)
- Brazil (43%)
- France (36%)

# 32%

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



# 1. Crime & Violence

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing crime & violence as a worry	Change from 12-month last month change	
World	32%	=	+1
Peru	69%	+3	+17
Chile	66%	+2	+1
South Africa	58%	+6	+4
Sweden	57%	-7	-8
Mexico	53%	-6	-1
Colombia	49%	+7	+12
Brazil	43%	+1	+3
Argentina	41%	+1	+1
France	36%	-2	+1
Israel	34%	+4	+5
Netherlands	33%	+9	+12
Belgium	33%	+5	+6
Australia	32%	-4	-1
Türkiye	32%	+2	+12
Ireland	32%	=	-1
Malaysia	30%	+1	-10
Italy	30%	=	+5
Germany	29%	+1	-8
US	27%	+4	-1
India	27%	+6	+6
Japan	22%	+4	+10
Great Britain	22%	-3	-12
Canada	20%	=	+1
Spain	20%	-1	+1
South Korea	20%	-1	-1
Thailand	18%	-1	-8
Indonesia	12%	-4	-5
Poland	11%	-4	=
Singapore	9%	+1	-10
Hungary	7%	-1	=

## 2. Inflation

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

The proportion mentioning inflation across 30 countries remains at three in ten (30%).

Australia's concern levels about rising prices have been steadily decreasing over the past few months, with this September's score being the lowest for the nation since June 2022. Down three points from last month to just under two-fifths (39%) mentioning it, which is nine points lower than last year.

The US has experienced a slight uptick in concern of four points to just over two-fifths (42%)

saying they are worried. However, this is six points lower than a year ago.

### Countries where INFLATION is the #1 concern:

- Singapore (59%) • US (42%)
- Canada (46%) • Australia (39%)
- India (46%)
- Türkiye (46%)

# 30%

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

## 2. Inflation

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing inflation as a worry	Change from 12-month last month change	
World	30%	=	=
Singapore	59%	+3	+12
Canada	46%	=	+3
Türkiye	46%	-5	-6
India	46%	+7	+16
US	42%	+4	-6
Hungary	41%	-3	+11
Australia	39%	-3	-9
Ireland	34%	-1	+3
Mexico	34%	=	+6
Great Britain	33%	+1	+3
Argentina	33%	-2	-15
South Korea	31%	+3	=
Japan	30%	+2	+1
France	30%	-1	-3
Spain	29%	+5	+1
Brazil	29%	=	+7
Germany	27%	-2	+4
Italy	27%	+2	+1
Poland	26%	-3	-8
Malaysia	26%	-2	-6
Belgium	25%	+1	+1
Chile	22%	+2	-3
South Africa	21%	+4	+2
Colombia	19%	=	-7
Thailand	19%	-1	-6
Sweden	18%	-2	+1
Indonesia	16%	-2	-2
Netherlands	16%	-5	-1
Israel	15%	=	-6
Peru	12%	=	-11

### 3. Poverty & Social Inequality

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

The proportion mentioning poverty & social inequality across 30 countries remains at 29%, which marks no change from last month or indeed from 12 months ago.

The Dutch have displayed a sharp fall in concern about inequality since last month after the proportion expressing worry dropped eight points to 23%. Not only is this 13 points lower than last September, but it is also the lowest level since December 2021, when it was 20%.

On the flip side, Malaysia has experienced a seven-point rise to a third (32%), which the highest since April 2024 (when it was 32%).

**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 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing poverty & social inequality as a worry	Change from 12-month	
		last month	change
World	29%	=	=
Indonesia	50%	+3	+6
Hungary	46%	+5	+7
Argentina	43%	=	+2
Brazil	34%	-1	-4
Thailand	33%	+4	-14
Türkiye	32%	-1	-7
Malaysia	32%	+7	+7
Colombia	32%	-2	+1
Japan	31%	+1	-3
Peru	31%	-7	-1
South Africa	30%	-3	-3
Ireland	29%	+2	+5
Germany	29%	=	+3
Mexico	28%	-2	-4
Italy	27%	-1	=
France	27%	+1	-1
Belgium	27%	-1	+4
Chile	26%	=	+1
Canada	26%	=	=
Australia	26%	+2	-3
Great Britain	26%	+1	-1
Spain	23%	-1	=
Sweden	23%	+2	+6
Netherlands	23%	-8	-13
South Korea	23%	-1	-1
Poland	23%	+7	=
Israel	21%	-4	+4
India	20%	+1	=
Singapore	18%	-2	+5
US	15%	-2	-4

## 4. Financial/ Political Corruption

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries the proportion mentioning financial/political corruption is up slightly from last month to 28%. This is four points higher than last September's score.

After a recent [scandal involving President Milei's sister](#), we see Argentina's corruption concern jump 11 points to 36%, which is the highest since September 2022, when it was also 36%.

Across APAC there has been a rise in worry levels. In Malaysia, concern has jumped eight points to 59%, which is the highest it has been since March 2020 (when it was 60%). Thailand's score has increased seven points to just over

half (51%) now saying they're worried, which is seven points higher than a year ago. Additionally, Indonesia's level of worry is up four points to 72%, which is the highest it has been since we added the nation in August 2022.

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

- Indonesia (72%) • Spain (36%)
- Malaysia (59%)
- Thailand (51%)

# 28%

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

## 4. Financial/ Political Corruption

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing financial/political corruption as a worry	Change from 12-month	
		last month	change
World	28%	+2	+4
Indonesia	72%	+4	+9
Malaysia	59%	+8	+17
Peru	57%	+1	+6
Hungary	56%	+6	+21
Thailand	51%	+7	+7
South Africa	48%	-7	+4
Brazil	38%	+5	+12
Argentina	36%	+11	+12
Spain	36%	-3	+9
Colombia	35%	=	+1
Chile	34%	+2	+6
South Korea	33%	=	-3
Israel	33%	+2	+6
Mexico	31%	+7	+6
Türkiye	29%	=	+10
US	27%	=	+10
India	25%	+5	+3
Poland	21%	-3	-7
Japan	17%	+1	-10
France	13%	+1	+4
Belgium	11%	-1	-2
Australia	11%	=	-1
Italy	11%	=	-1
Sweden	10%	+3	+2
Canada	10%	+1	=
Germany	9%	+2	+2
Ireland	9%	-1	=
Great Britain	8%	-2	-2
Netherlands	8%	+4	+1
Singapore	7%	-1	-6

## 5. Unemployment

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

The proportion mentioning unemployment across 30 countries remains unchanged from last month at 28%.

Singapore's level of worry has hit a record of 56% after increasing four points from last month, which is the highest it has been since the country was first included in the survey, in November 2022.

Conversely, worry has fallen to 34% in Colombia, after falling six points. This is the lowest score we've seen for the nation since they were added in March

2021.

The proportion of Swedes expressing worry jumped seven points to 31%, which is the highest it has been since August 2020.

### Countries where UNEMPLOYMENT is the #1 concern:

- South Africa (65%)
- South Korea (47%)
- Argentina (46%)

# 28%

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



## 5. Unemployment

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing unemployment as a worry	Change from 12-month	
		last month	change
World	28%	=	+1
South Africa	65%	=	-1
Singapore	56%	+4	+26
Indonesia	54%	-1	+5
South Korea	47%	+4	+6
Argentina	46%	-4	-5
Chile	42%	+4	+6
India	40%	+9	+10
Mexico	35%	+1	=
Colombia	34%	-6	-15
Malaysia	33%	+4	+4
Peru	33%	-4	-4
Italy	33%	-1	=
Sweden	31%	+7	+12
Spain	28%	-2	-8
Türkiye	26%	+3	+2
Canada	25%	-3	=
Belgium	21%	+1	+2
Ireland	20%	-1	-1
Australia	20%	-2	-1
Thailand	19%	=	-12
Brazil	19%	+1	-5
Poland	17%	+1	-1
US	16%	=	=
Great Britain	15%	=	+3
Japan	14%	-2	=
Germany	13%	+3	+2
Hungary	12%	-2	-8
Israel	12%	=	+3
France	11%	-1	-1
Netherlands	5%	+2	=

## 6. Health Care

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries the proportion saying health care is an issue facing their country is down slightly to 23%.

Last month, the proportion of Brits saying they're worried about health hit a record low of 33% - a score which we hadn't seen since September 2022 (also 33%). This month, concern risen marginally to 34%, avoiding a new record low.

Poland's level of concern has also increased slightly to just over two-fifths (41%), which is 12 points higher than it was this

time last year.

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

- Hungary (63%)
- Poland (41%)
- Ireland (38%)
- Italy (34%)

# 23%

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

## 6. Health Care

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing health care as a worry	Change from 12-month	
		last month	change
World	23%	-1	=
Hungary	63%	=	-5
Poland	41%	+1	+12
Ireland	38%	=	-12
Canada	38%	-3	-6
Great Britain	34%	+1	-1
Italy	34%	-1	-1
Brazil	33%	-1	-3
Australia	31%	-3	+2
Singapore	30%	+1	+6
Netherlands	28%	-5	+1
Spain	27%	-2	-5
Colombia	27%	-2	+7
France	26%	-1	+4
US	25%	=	-1
Sweden	23%	-2	-2
Belgium	21%	-2	-2
Germany	20%	=	+3
Mexico	20%	=	+4
Argentina	16%	-3	+4
Chile	16%	-2	+3
Peru	15%	+1	-2
South Africa	14%	-3	-1
India	13%	+1	=
Malaysia	10%	-2	+1
Japan	10%	-1	=
Israel	9%	=	+6
Thailand	8%	+1	+1
South Korea	7%	-1	-20
Türkiye	5%	=	+4
Indonesia	4%	-3	-3

## 7. Taxes

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries, the proportion expressing concern about taxes remains at a fifth (19%), which is slightly higher than this time last year.

France has become particularly concerned this month, with the level rising slightly to 28%, which is the highest it has been for the nation since July 2019 (also 28%). France is also [bottom of our list](#) for those saying the country's economy is 'good'.

After [recent unrest](#), Indonesia's score has also reached a record high of 35% after jumping 12

points in a month. This is the highest it has been since they were added in August 2022.

Additionally, the US has increased five points to a fifth (21%) saying they're worried, which is the highest it has been in eight years.

### Countries where TAXES is the #1 concern:

- Belgium (34%)

# 19%

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



# 7. Taxes

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing taxes as a worry	Change from 12-month last month change	
World	19%	=	+2
Indonesia	35%	+12	+24
Belgium	34%	+2	-2
Japan	31%	-2	+2
France	28%	+2	+12
Brazil	28%	-3	+7
Italy	28%	=	-1
Canada	22%	-5	-4
India	21%	+4	+3
Great Britain	21%	+4	+8
US	21%	+5	+4
Spain	20%	+1	+3
Poland	20%	+4	=
Israel	20%	=	-3
Colombia	19%	+3	+2
Malaysia	18%	-6	+3
South Korea	18%	-1	+5
Mexico	18%	=	+6
Türkiye	18%	-2	-2
Australia	17%	-4	+3
Singapore	16%	-2	-8
Argentina	16%	-1	-5
Netherlands	15%	+2	=
Germany	13%	-2	+5
Ireland	13%	-4	-5
Thailand	13%	-3	+4
South Africa	11%	-1	+2
Sweden	9%	=	+1
Chile	8%	-1	=
Hungary	8%	+3	-1
Peru	4%	=	-5

## 8. Immigration Control

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

The proportion mentioning immigration control across 30 countries remains at 18% this month.

In Japan, the level of concern about immigration control has risen four points this month to a quarter (24%). Not only is this ten points higher than last year, but the highest it has been in ten years.

Similarly, the number of Canadians expressing worry this month rose four points to 28%, which is four points higher than last year.

The French have also seen a slight increase of three points to 27%, making it six points higher than 12 months ago.

### Countries where IMMIGRATION CONTROL is the #1 concern:

- Great Britain (40%)
- Netherlands (36%)
- Germany (35%)

# 18%

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

## 8. Immigration Control

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing immigration control as a worry	Change from 12-month last month change	
World	18%	=	=
Great Britain	40%	+1	+1
Chile	38%	-1	-1
Ireland	36%	-4	-7
Netherlands	36%	=	+1
Germany	35%	-4	+2
Canada	28%	+4	+4
France	27%	+3	+6
Spain	26%	-1	-4
Belgium	25%	-1	+1
Japan	24%	+4	+10
Poland	23%	-6	+2
US	22%	=	-5
Australia	21%	+2	+3
Türkiye	19%	-1	-22
Italy	19%	-1	+2
Sweden	18%	+1	-1
Singapore	17%	+2	+4
South Africa	16%	+1	+2
Malaysia	11%	-2	-1
Peru	9%	-1	=
Thailand	8%	=	+1
Mexico	6%	+1	=
Colombia	5%	-2	-4
Hungary	4%	=	-6
India	4%	-5	-4
South Korea	4%	+2	+3
Israel	4%	=	-2
Argentina	3%	=	+1
Brazil	1%	=	=
Indonesia	1%	=	-1

## 9. Climate Change

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

The proportion mentioning climate change across 30 countries has fallen slightly this month to 14%. This is two points lower than last September's score.

The proportion of Japanese people concerned about climate change has increased marginally this month to a third (33%), now making it their primary worry. This is, however, the same level as this time last year.

South Korea's score has cooled off since last month's record

ten year high of 29%. This month, it is down four points to a quarter (25%).

### Countries where CLIMATE CHANGE is the #1 concern:

- Japan (33%)

# 14%

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



## 9. Climate Change

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing climate change as a worry	Change from 12-month	
		last month	change
World	14%	-1	-2
Japan	33%	+2	=
South Korea	25%	-4	+4
Netherlands	24%	-2	-3
Australia	23%	+1	+1
Canada	23%	+4	=
Singapore	22%	-4	+2
Great Britain	20%	=	+1
Italy	19%	-1	-2
Germany	19%	-2	-2
France	18%	-1	=
Spain	18%	+2	=
Poland	16%	+1	-4
Sweden	16%	-1	-1
Thailand	15%	+1	-5
Ireland	15%	-3	+4
US	15%	-4	-7
Belgium	14%	-4	-7
Mexico	13%	=	-4
Türkiye	13%	=	+5
Brazil	9%	-2	-6
India	8%	-2	-5
Colombia	8%	+1	-1
Malaysia	7%	-4	-3
Peru	7%	+3	+1
Indonesia	6%	-3	-11
Hungary	6%	-3	-1
Chile	5%	=	-3
South Africa	5%	+1	-4
Argentina	3%	-1	-1
Israel	3%	=	+1

## 10. Education

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across 30 countries, the proportion mentioning education as an issue has increased marginally to 14%.

In Israel, the share of respondents expressing worry about education has risen three points from last month to a quarter (25%). This is six points higher than this time last year and the highest it has been in two years – September 2023 also recorded 25%.

India's level of concern has reached a similar proportion, with 28% saying they are

worried. This five points higher than last month and September 2024's score.

For further insights into education, check out the [Ipsos Education Monitor 2025](#).

**Countries where EDUCATION is the #1 concern:**

**None**

# 14%

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

# 10. Education

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	% choosing education as a worry	Change from 12-month last month change	
World	14%	+1	=
Argentina	30%	=	+2
India	28%	+5	+5
Israel	25%	+3	+6
Türkiye	23%	+3	+5
Brazil	20%	+1	-4
Peru	20%	-1	-1
Hungary	20%	-1	-7
Mexico	19%	-1	-2
Belgium	17%	+4	+1
Malaysia	14%	+1	+2
Netherlands	14%	+2	+1
Indonesia	13%	=	-3
Colombia	13%	-2	-6
US	12%	+2	+5
Spain	12%	-2	=
Chile	12%	-4	-3
France	12%	=	-4
South Africa	10%	-3	-5
Italy	10%	+2	-1
Germany	10%	+1	-4
Canada	10%	-2	-3
Australia	10%	=	=
Singapore	9%	+2	+3
Poland	8%	-1	-1
Thailand	8%	=	+1
Ireland	8%	+3	+1
South Korea	7%	+1	+1
Great Britain	7%	=	+1
Sweden	7%	-2	+1
Japan	5%	-2	-1

# ECONOMIC FOCUS



# The State of the Economy in my Country

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

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

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



# Current Economic Situation

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Across the 30 countries included in our survey, Indonesia has recorded the largest 12-month decrease in the proportion of people describing its country's economy as "good". Indonesia's good economy score has fallen 25 points from September 2024, down from 53% to 28%, its new all-time lowest score.

Elsewhere, France (-20pp), Germany (-14pp), Mexico (-12pp) and the Netherlands (-10pp) also record double-digit drops from this time last year.

Meanwhile, South Korea's good

economy score is up 14 points since September 2024, the country's highest score since May 2018 (33%). Argentina also sees a double-digit increase, up ten points from this point last year.

## Top countries most worried about the economy:

- **France** (90% say it's in "bad" shape)
- **Japan** (87%)
- **Hungary** (85%)
- **Peru** (77%)
- **Türkiye** (75%)

# 25pp

Indonesia's good economy score is down 25pp from this time last year.

# Current Economic Situation

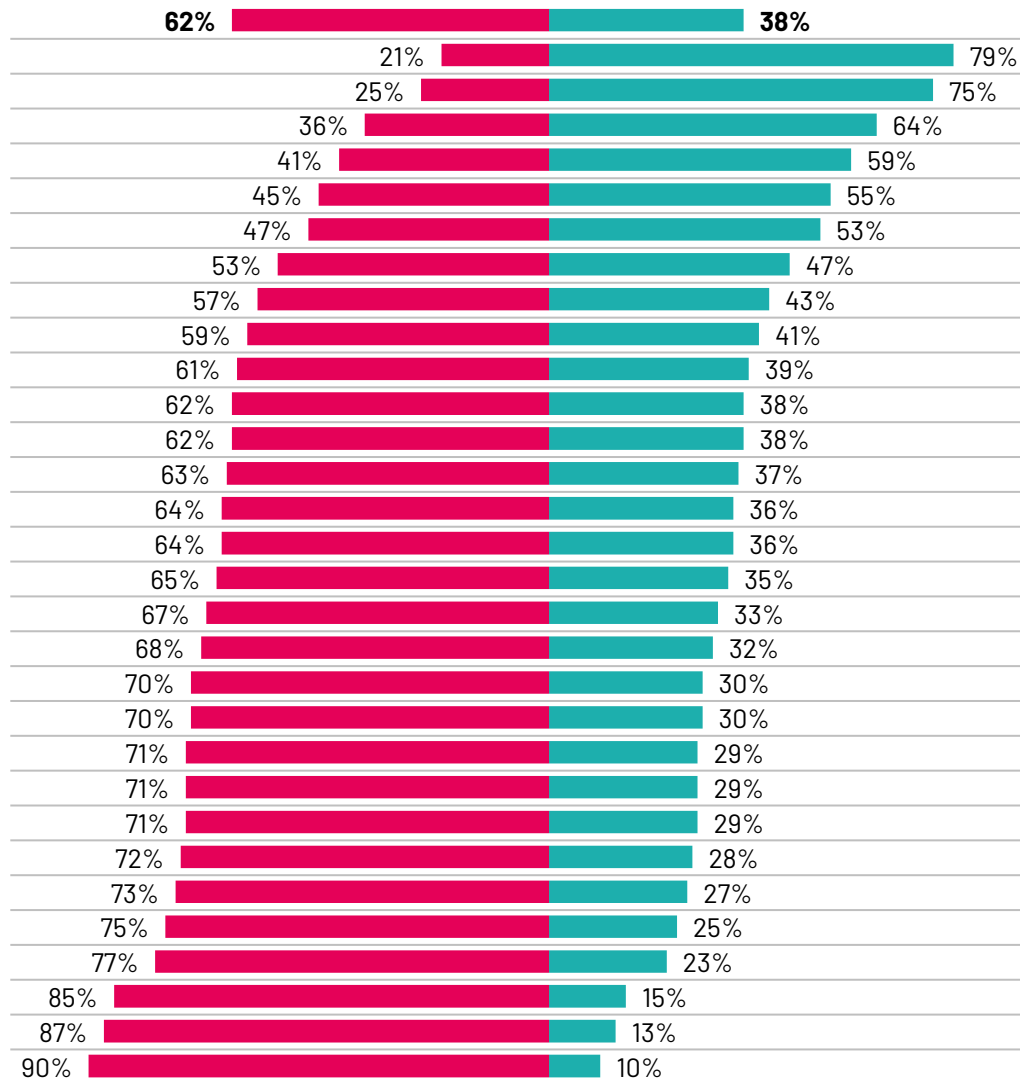
**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

## Country

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

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



Good Bad

## Change from 12-month last month change

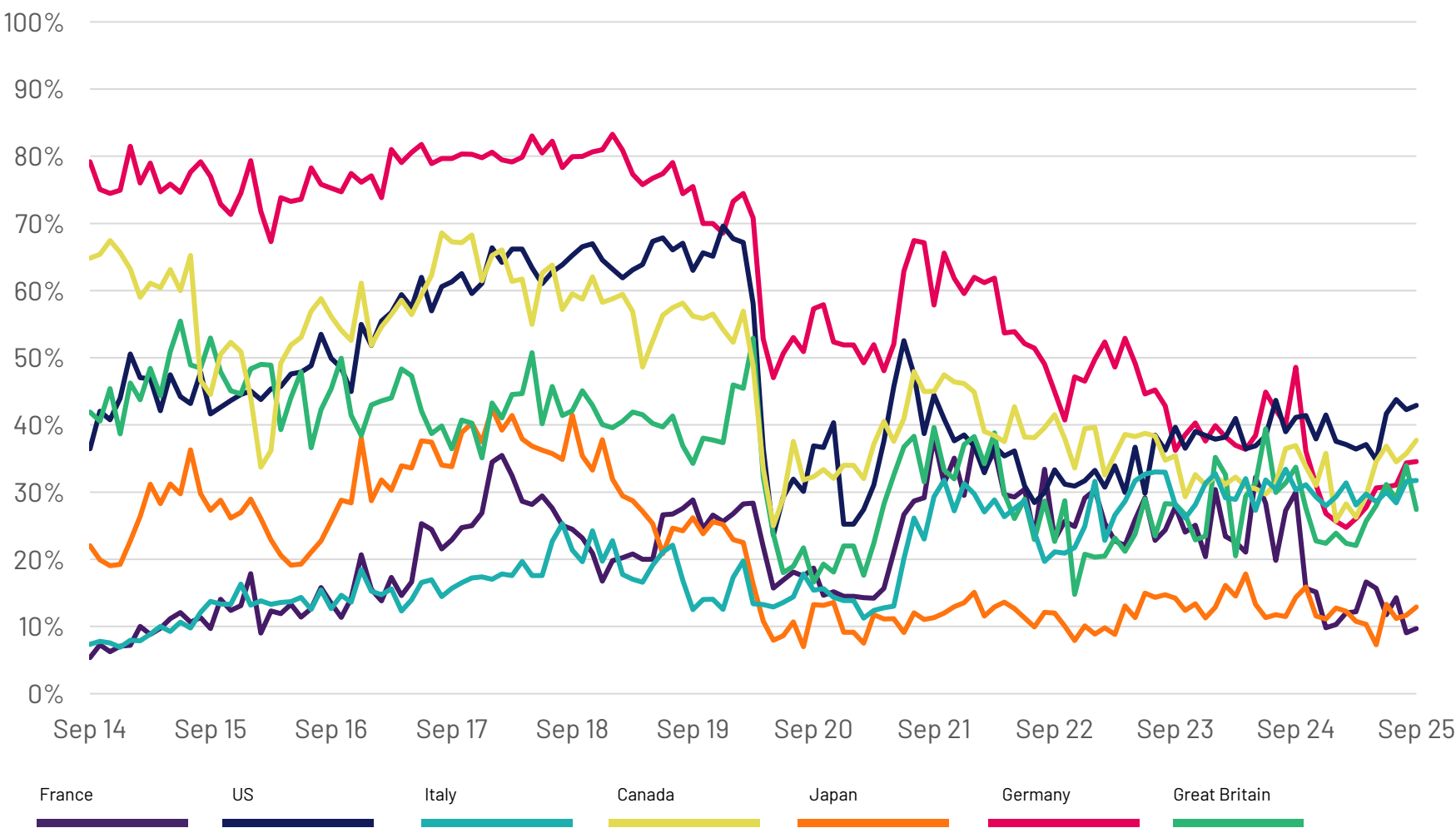
=	-1
+3	-4
+3	-3
-7	+5
-2	-10
+5	+8
+1	-4
=	+6
+1	+2
-6	=
-1	-12
+2	+1
+3	+1
+4	-1
-2	+1
-4	=
+1	-14
-2	-7
=	+2
-5	-1
-2	+6
+6	+14
+4	-3
=	+10
-13	-25
-7	-7
+3	+7
=	+4
-4	-9
+1	-1
+1	-20

# Current Economic Situation

G7  
% 'Very good' or 'Somewhat good'

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 25

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



# Current Economic Situation

US

% 'Very good' or 'Somewhat good'

The US has spent 6 of the past 12 months with a good economy score over 40%.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

Canada

% 'Very good' or 'Somewhat good'

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

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 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 continued its steady rise since its 2025 federal election.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

Italy

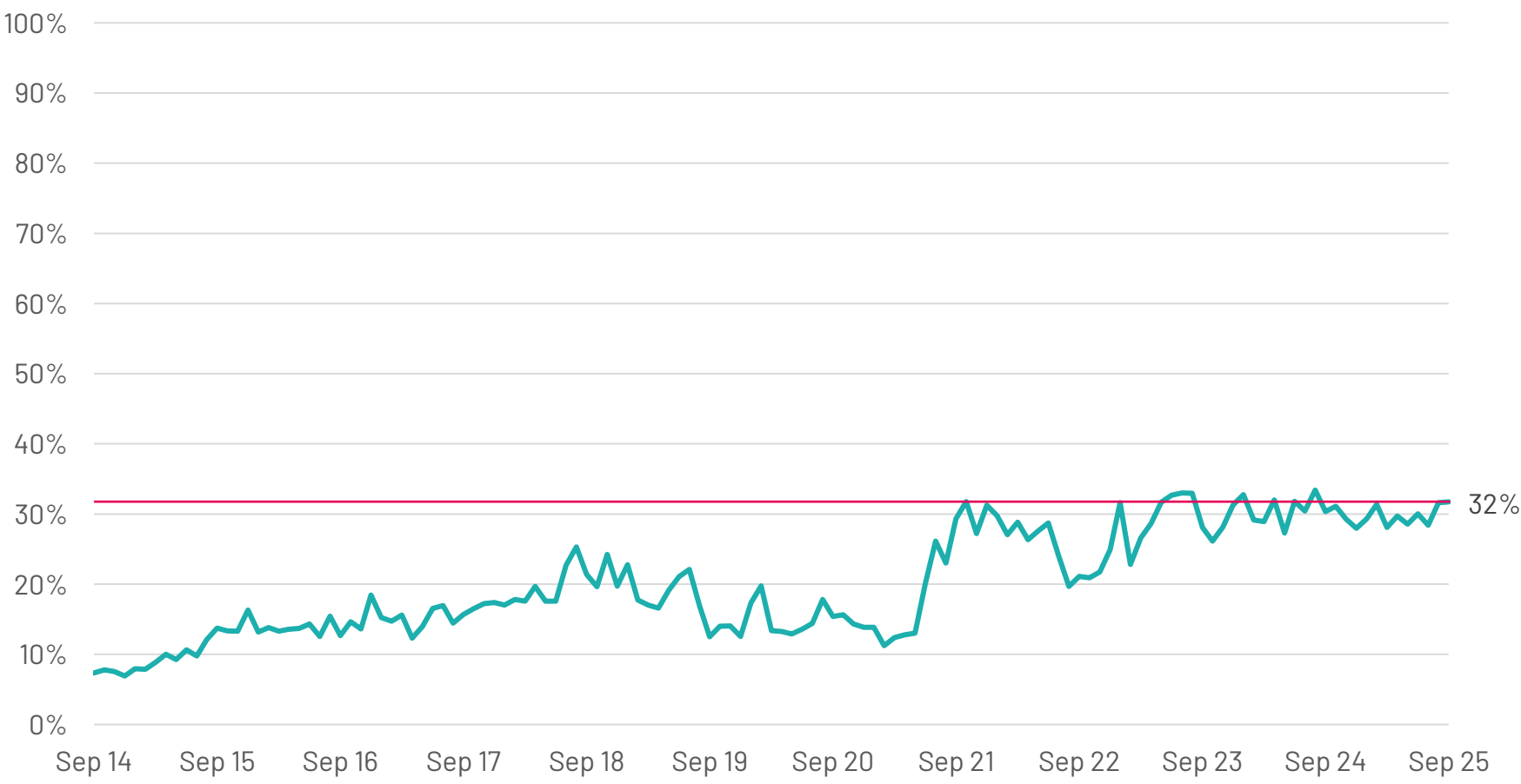
% 'Very good' or 'Somewhat good'

Perceptions of Italy's economy remain stable, varying just 4pp over the past 12 months.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 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 7pp from last month, and 7pp down from this time last year (34%).

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

Japan

% 'Very good' or 'Somewhat good'

Perceptions of Japan's economy have not recovered from the impact of the Covid-19 pandemic.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

France

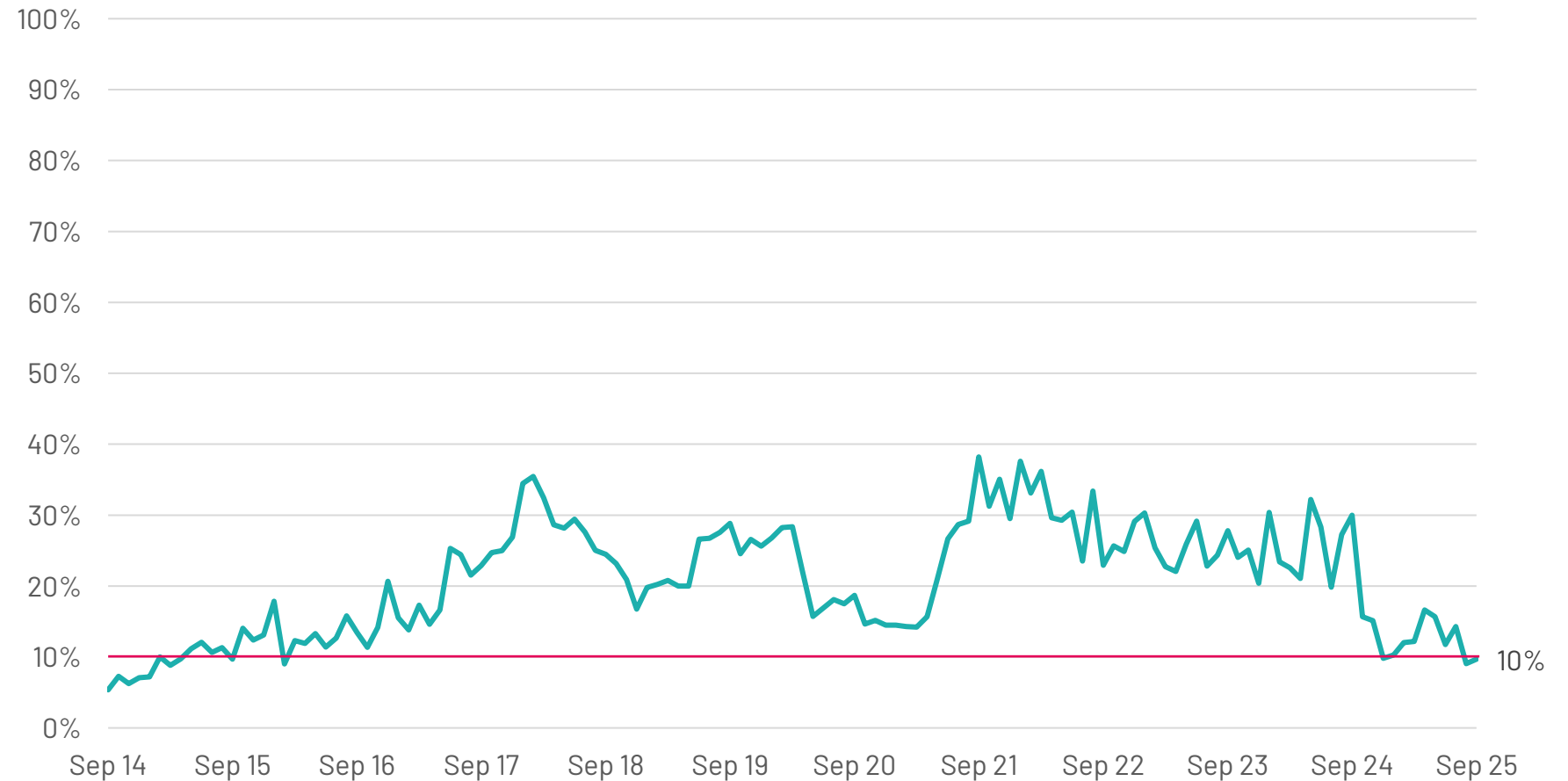
% 'Very good' or 'Somewhat good'

France's good economy score has seen the second-largest year-on-year drop, down 20pp from this time last year (30%).

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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





# Current Economic Situation

## Australia

% 'Very good' or 'Somewhat good'

Following a 5pp rise from last month, this month Australia records its highest good economy score since January 2023 (also 55%).

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

Mexico

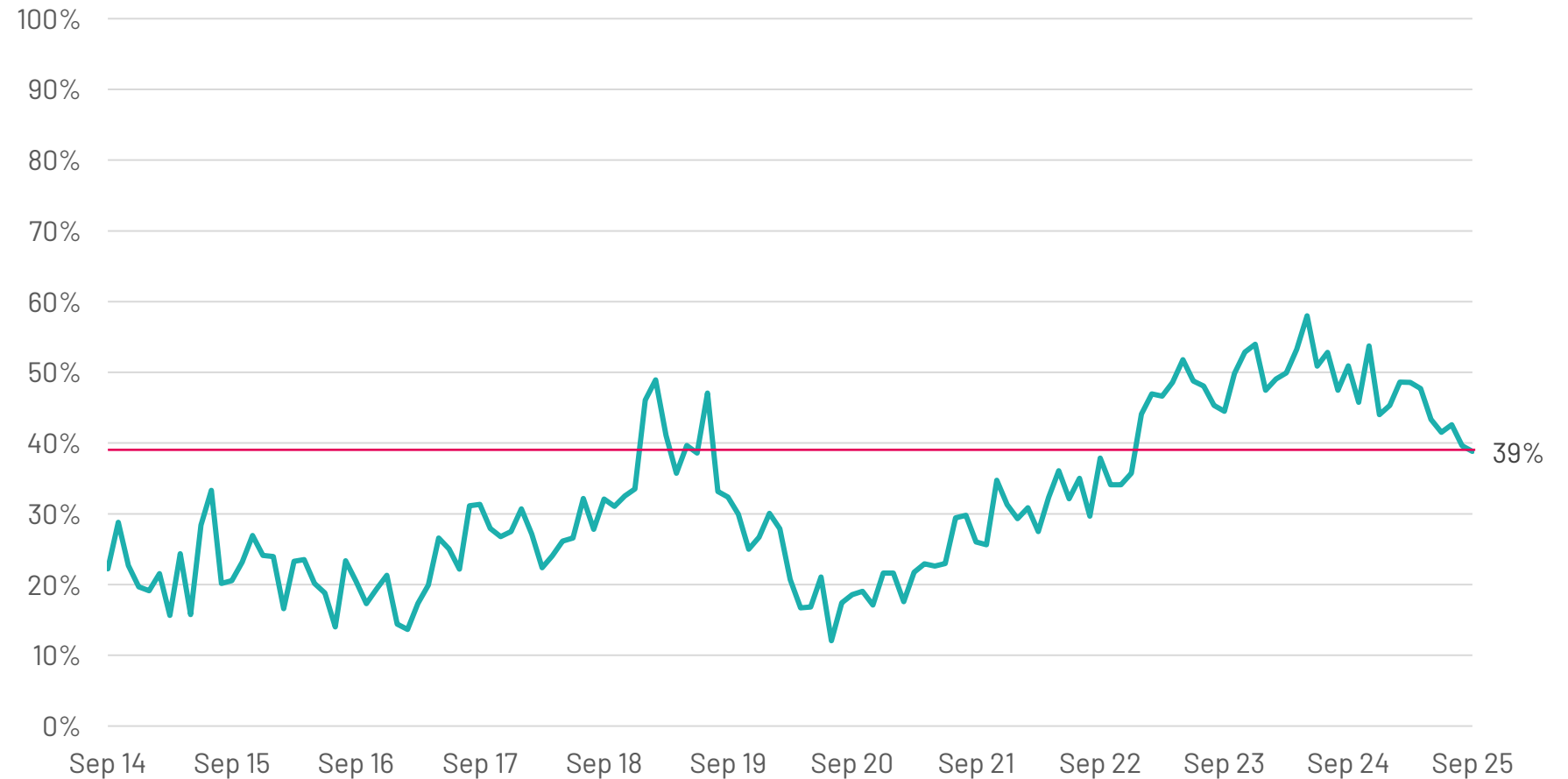
% 'Very good' or 'Somewhat good'

After a steady recovery from the Covid-19 pandemic, Mexico's good economy score has fallen over the past 18 months. This month marks the country's lowest score since December 2022 (36%).

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

South Korea

% 'Very good' or 'Somewhat good'

A 6pp rise from last month sees South Korea record its highest good economy score since May 2018 (33%).

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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



# Current Economic Situation

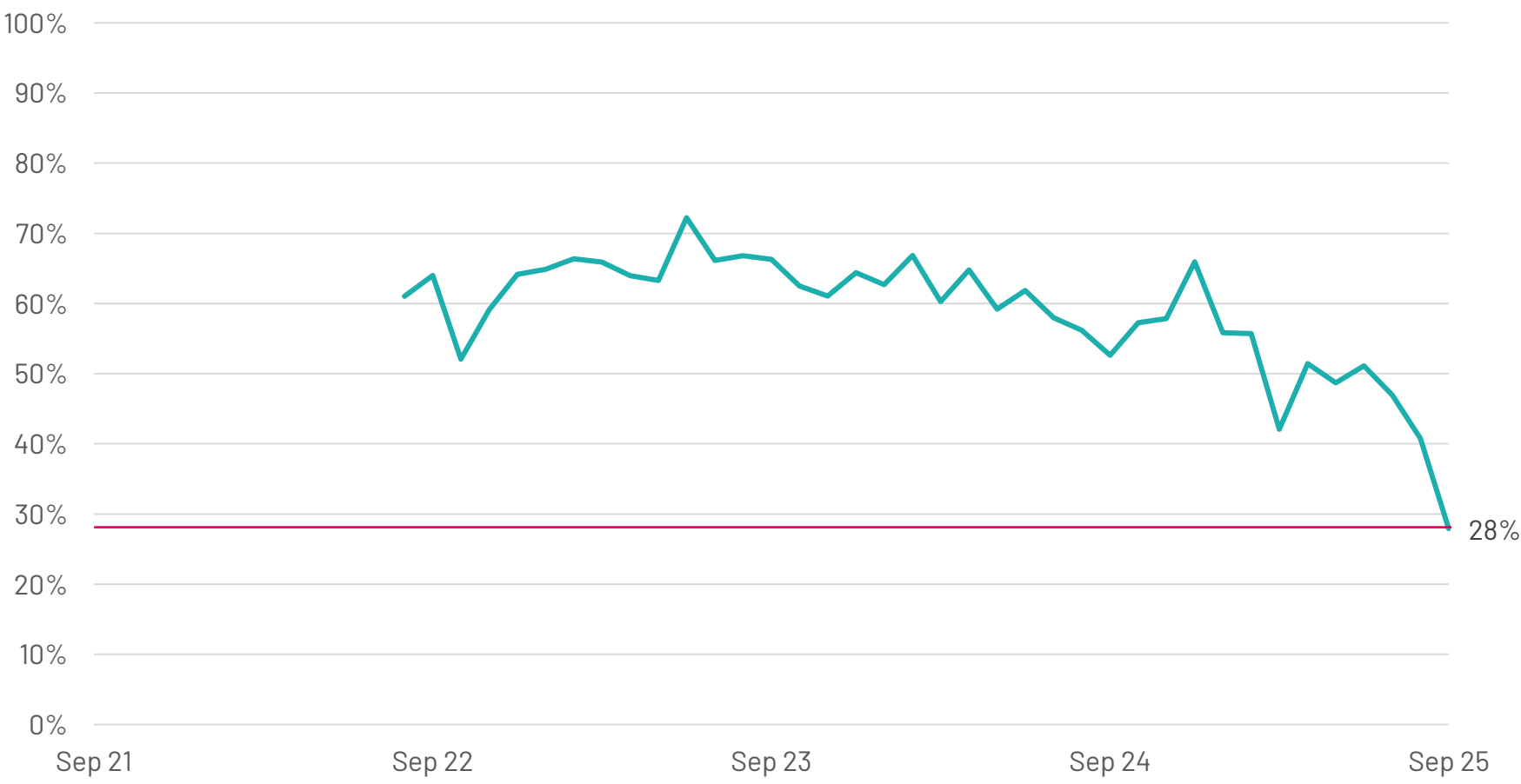
Indonesia

% 'Very good' or 'Somewhat good'

Indonesia's good economy score is down 25pp from this time last year (53%), the largest year-on-year drop in our survey.

**Base:** Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.  
**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 25

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



# Methodology

This 30-country Global Advisor survey was conducted between August 22nd 2025 and September 5th 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

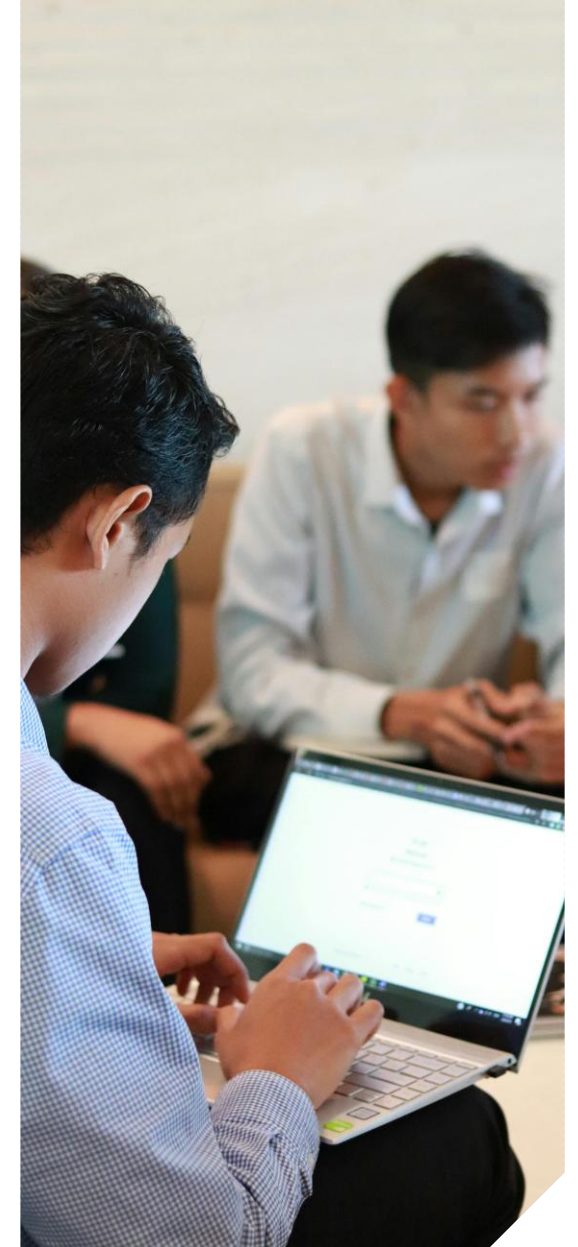
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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](mailto:Joseph.Nadler@ipsos.com)

**VISIT:**

[ipsos.com](https://ipsos.com)