

WHAT WORRIES THE WORLD?

July 2026

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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 report tracks public sentiment on three measures:

- **Worries:** the top concerns facing my country
- **Direction of Travel:** views on whether my country is heading in the right or wrong direction
- **State of the Economy:** assessments of whether my country's current economic situation is in good or bad shape

Full breakdowns of findings for each country and each worry are also available on request.

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

Monthly headlines

Worries

*Please note, this month's fieldwork took place **before** conflict resumed in Iran on the 8th of July.*

Crime & violence is once again the primary concern across 30 countries, with 32% citing it, after the level of worry about inflation fell two percentage points (pp). America is one of the few nations that have experienced a slight increase in inflation worry, reaching 46% this month, the highest level since December 2024 (also 46%).

Climate change concerns have risen following recent heatwaves across Europe, with France experiencing a 14pp spike over the month, and up to a third (33%) saying they are concerned.

Direction

The proportion across 30 countries believing their country to be "heading in the right direction" remains at 38% this month, 3pp below January 2026 at 41%.

Peru has had a significant month after a second round of voting in the country's general election. The proportion of Peruvians expressing optimism has increased 14pp from last month to 26%. Despite being relatively low compared to other nations, this is the highest optimism has been for Peru since November 2020, when it was 28%.

On the flip side, in Great Britain, the last month with Keir Starmer as Prime Minister saw the right direction score fall 3pp to a near four-year-low of 19%.

Economy

The proportion across 30 countries saying their nation's economy is in "good" shape sits at 38%. In January 2026, this was at 41%, which was the highest score since January 2020 (also 41%).

Economic optimism among the G7 nations seems to be struggling to recover after the start of the Iran War. Five of the seven countries now sit at the bottom of our list, with 9% in France saying the economy is "good". The US's good economic score has bounced back 6pp from last month. However, this score is 12pp lower than this time last year.

In other parts of the world like LATAM and APAC, some countries are seeing signs of growing optimism.

Top concerns by country

Inflation

- Singapore (60%)
- Türkiye (50%)
- Canada (48%)
- US (46%)
- Australia (45%)
- Ireland (38% - joint with immigration control)
- Japan (32%)

Unemployment

- South Africa (67%)
- Argentina (60%)
- South Korea (46%)
- India (45%)

Financial/political corruption

- Indonesia (71%)
- Thailand (53%)
- Malaysia (49%)
- Spain (42%)

Poverty & social inequality

- Netherlands (34%)
- Germany (32%)

Crime & violence

- Peru (60%)
- Chile (60%)
- Mexico (55%)
- Sweden (55%)
- Israel (45%)
- Brazil (43%)
- France (41%)
- Colombia (39%)
- Italy (38%)

Healthcare

- Hungary (66%)
- Poland (47%)

Taxes

- Belgium (36%)

Immigration control

- Great Britain (42%)
- Ireland (38% - joint with inflation)

Key figures by country

46%

of Americans are worried about inflation – the highest since December 2024.

26%

in Peru say the country is “heading in the right direction” – up 14pp from June.

33%

in France say they’re worried about climate change – up 14pp from last month.

42%

in Great Britain are worried about immigration control – up 8pp from June.

41%

in Thailand say the state of the economy is “good” – a 10pp increase from last month.

55%

of South Africans are worried about financial/political corruption – up 8pp from last month.

Want to go deeper?

Individual country-level reports for all 30 countries in the survey are now available.

Contact:

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for details.

What Worries the World? JULY 2026

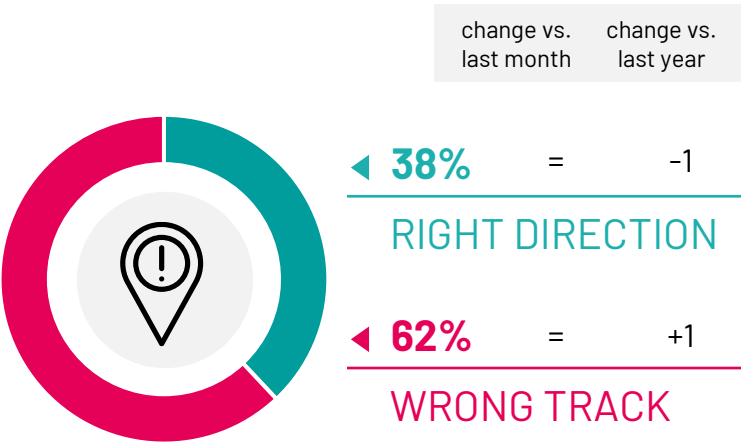
Top five worries

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

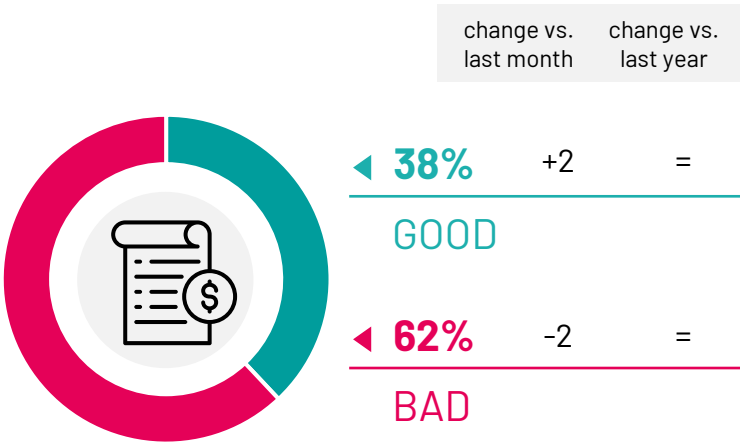
State of the country

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



State of the economy

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

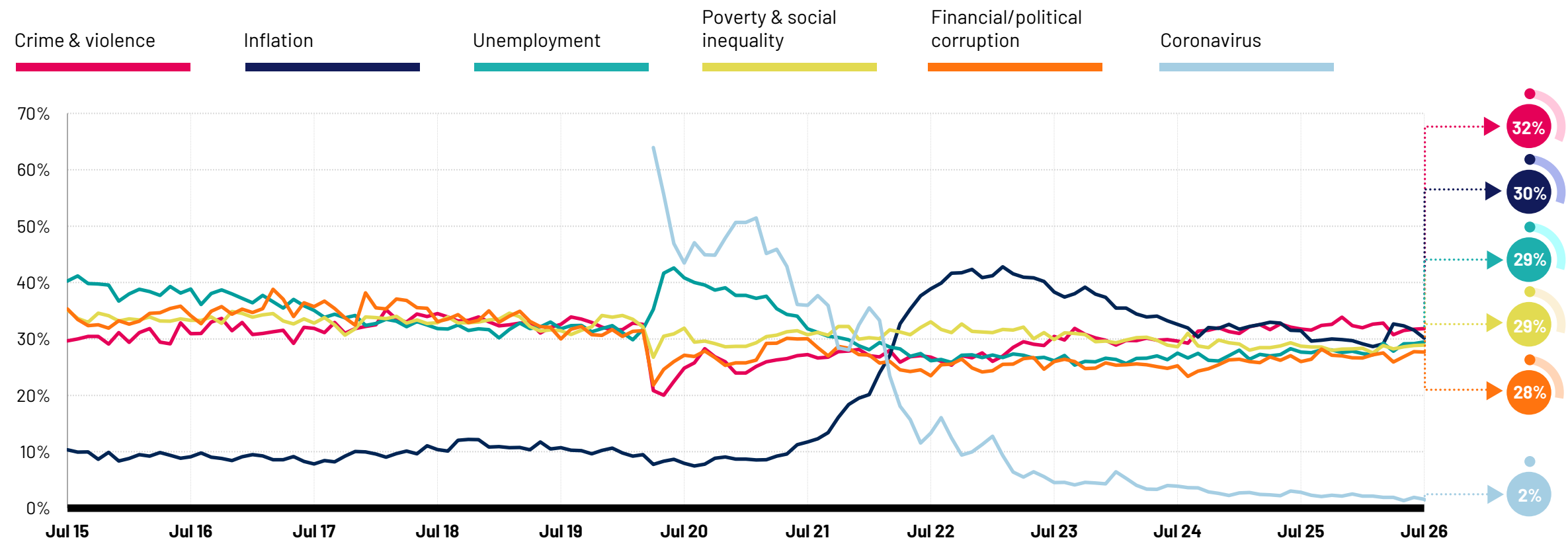


Base: Representative sample of 25,540 adults aged 16-74 in 30 participating countries, June 19th 2026 - July 3rd 2026.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jul 26



World Worries: Long-Term Trend

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

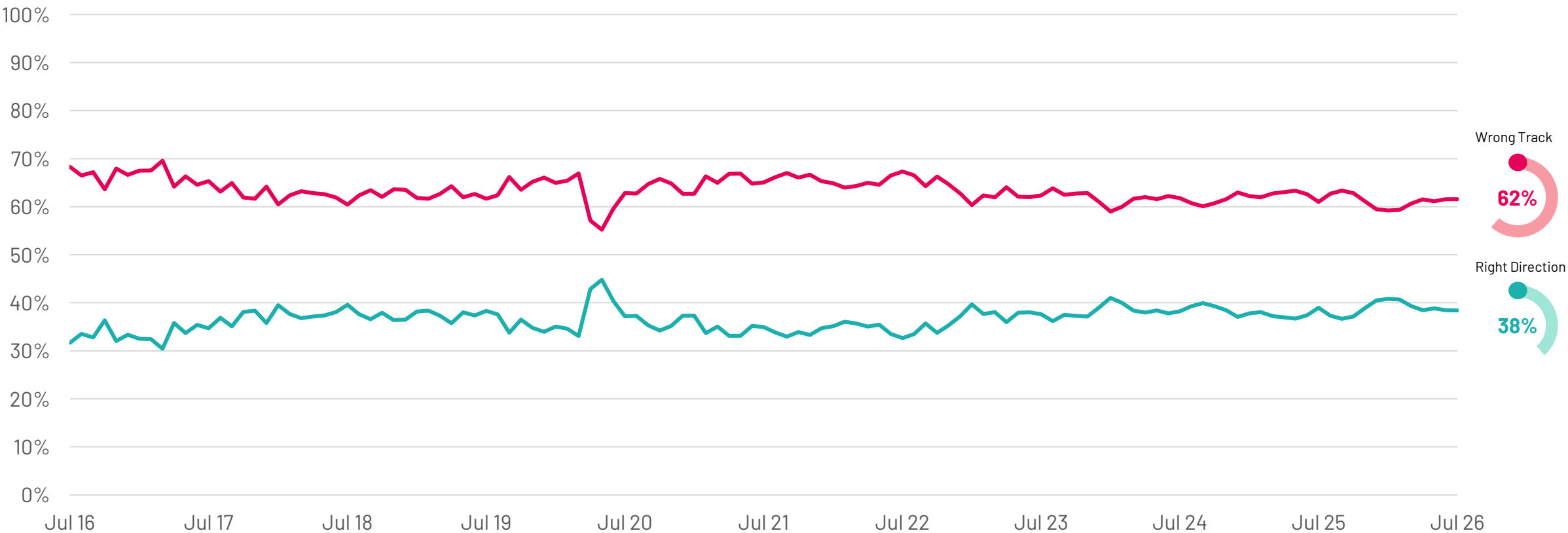


Base: Representative sample of 25,540 adults aged 16-74 in 30 participating countries, June 19th 2026 - July 3rd 2026.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Jul 26



Global: Right Direction/Wrong Track

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



Base: Representative sample of 25,540 adults aged 16-74 in 30 participating countries, June 19th 2026 - July 3rd 2026.
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Jul 26



COUNTRY SPOTLIGHT: PERU

PERU SUMMARY: JULY 2026

Top five worries

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

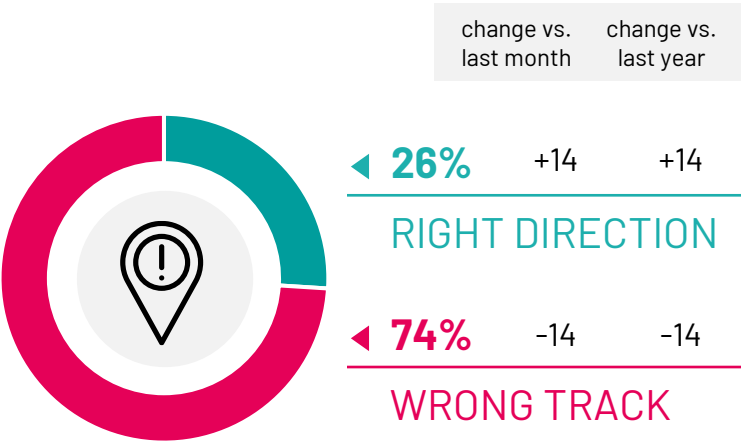
		change vs. last month	change vs. last year
Crime & violence	60%	-4	-4
Financial/political corruption	53%	-1	-1
Poverty & social inequality	36%	+9	+4
Unemployment	34%	-2	+3
Inflation	20%	+4	+5

Base: Representative sample of Peruvian 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: Peru | Current Wave: Jul 26

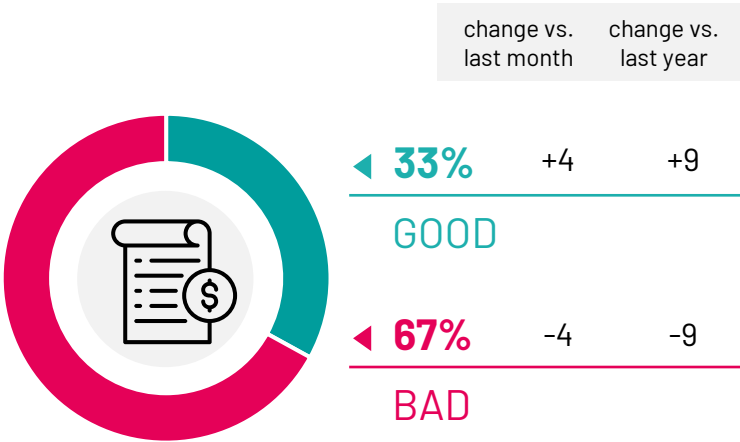
State of the country

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



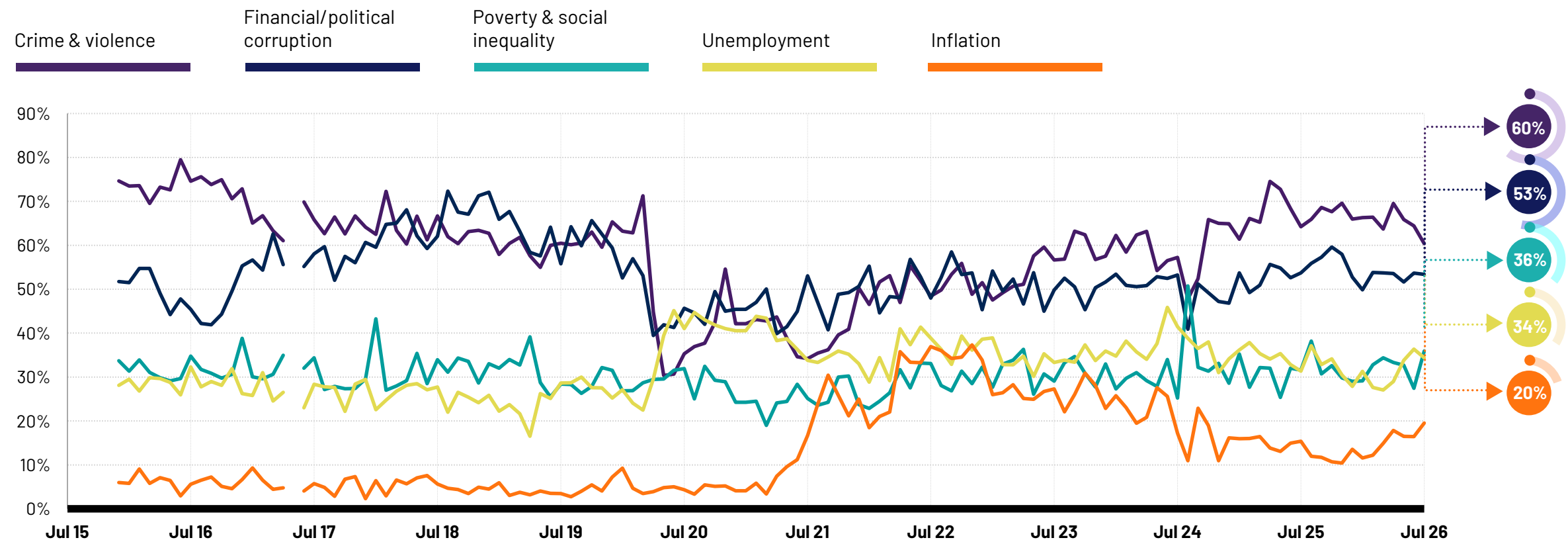
State of the economy

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



Peru'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 Peruvian 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: Peru | Current Wave: Jul 26



Peru

Peru Base: Representative sample of Peruvian adults aged 16–74. c.500 per month.

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

On 7th of June, Peru had a [runoff election after a general election in mid-April failed to decisively elect a new president](#).

Subsequently, Keiko Fujimori, eldest daughter of disgraced former President Alberto Fujimori, was voted in.

The proportion of Peruvians believing the country is now “heading in the right direction” has jumped significantly by 14pp from last month to 26%. Although a large majority still think the nation is on the wrong track, this month’s score is

significantly higher. The last time Peru was this optimistic was November 2020, when the right direction level was 29%.

President-elect Fujimori ran on a campaign to [crackdown on organised crime](#). Crime & violence as a worry has been Peru’s number one concern since August 2024, when it was overtaken by poverty & social inequality. With the exception of August 2024, crime & violence has been the top concern since April 2023 for Peruvians. Peru is still the most worried country

when it comes to crime, however, this month concern fell 4pp to three-fifths (60%), putting it at its lowest point in two years (September 2024 recorded 52%).

Poverty & social inequality is one of Peru’s main issues and perhaps the recent election has refocussed the nation’s concerns. The proportion mentioning inequality over the month has increased 9pp to over a third (36%), which is 4pp higher than 12 months ago.

Peru

Peru Base: Representative sample of Peruvian adults aged 16–74. c.500 per month.

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

For further insights, we asked Patricia Rojas, Senior Public Affairs Leader, Ipsos in Peru, for her analysis.

“The improvement in Peru's right direction score is consistent with what we often see following a major political transition: a temporary increase in public expectations and optimism about what the new administration might deliver. Peru has historically been among the more pessimistic countries in our surveys, so while the 14-point increase is

significant, it should be interpreted as a sign of renewed hope rather than a signal that citizens believe the country's challenges have been solved. Inflation and unemployment remain by far the leading concerns, while poverty, inequality and corruption continue to rank highly. Together, these findings suggest that Peruvians are cautiously optimistic about the future, but remain deeply aware of the economic and institutional issues that will

shape whether this optimism is sustained.”



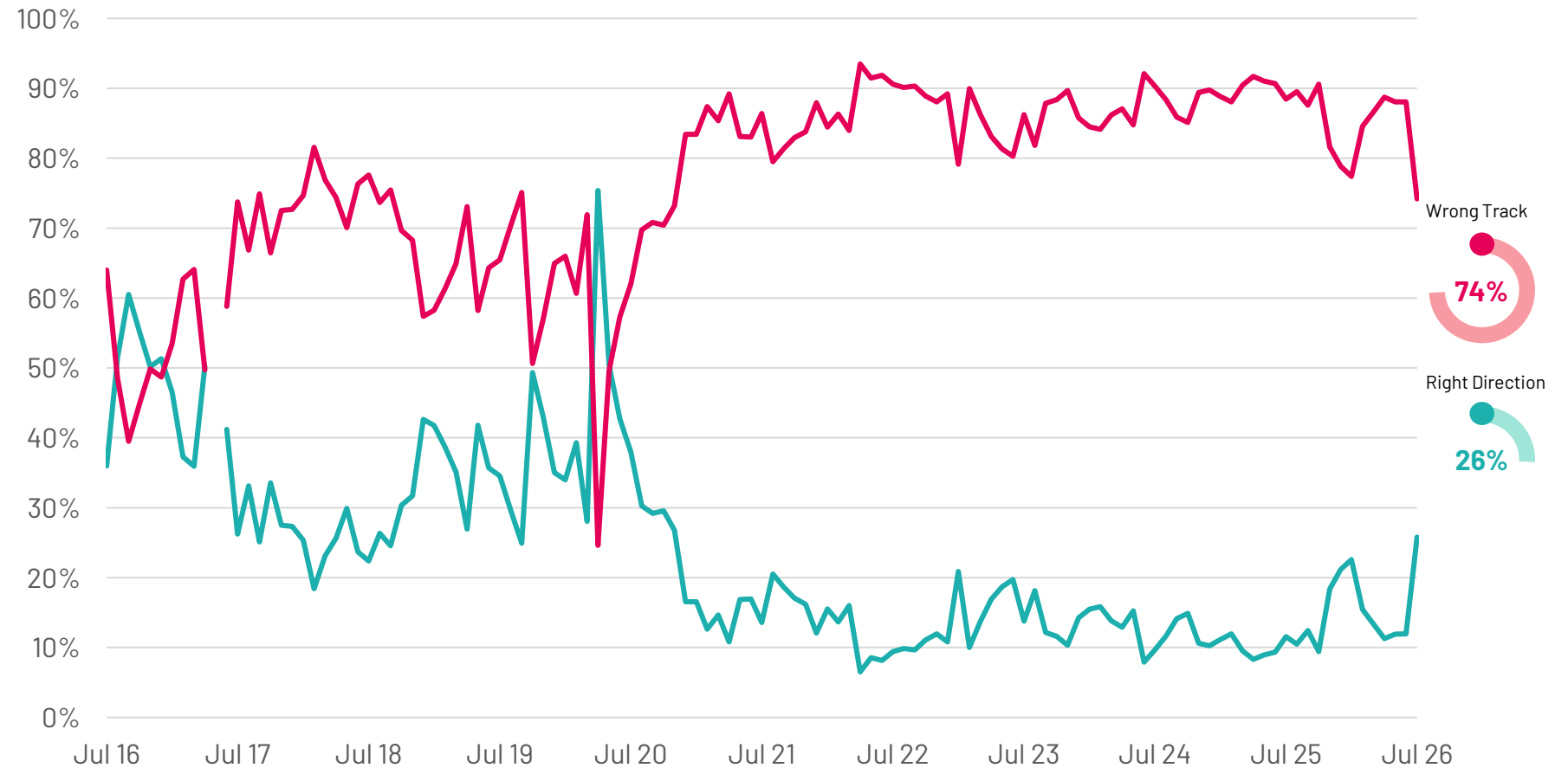
Patricia Rojas
Senior Public Affairs Leader,
Ipsos in Peru
patricia.rojasmontes@ipsos.com

Peru

Base: Representative sample of Peruvian 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: Peru | Current Wave: Jul 26

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



Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform, between June 19th 2026 and July 3rd 2026. For this survey, Ipsos interviewed a total of 500 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, Malaysia, South Africa, Türkiye, and the United States (US), 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

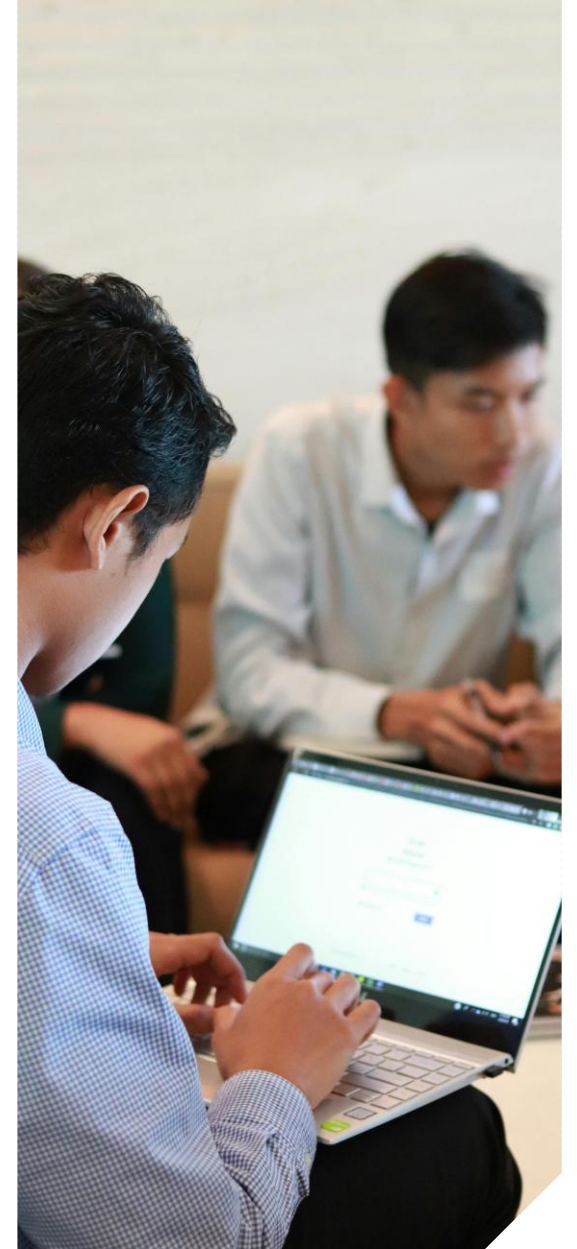
The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, India, Italy, Japan, the Netherlands, Spain, and the US, and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

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 considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Israel, 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 countries should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

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



THANK YOU

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