WHAT WORRIES THE WORLD?

August 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.

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Monthly headlines

Worries

Crime & violence is the number one concern on average across 30 countries, with 32% seeing it as a major issue. Nine countries – Peru, Mexico, Chile, Sweden, Israel, Brazil, France, Colombia and Italy – choose it as the number one worry in their country.

Twenty-nine per cent say inflation, poverty, and unemployment are key concerns. This is the equal-lowest level of worry we have seen for inflation since the spring of 2022, when prices started to rise around the world. It also fell to 29% in February and March this year.

Climate change concern has risen significantly in much of the Northern Hemisphere. Hungary (+16pp), South Korea, Great Britain and Spain (all +8pp) have seen the biggest increases.

Direction

On average across 30 countries, 39% say their country is heading in the right direction, while 61% believe their country to be on the wrong track. Forty-seven per cent of Peruvians think the country is going the right way in August. Back in June, prior to the election of President Fujimori, only 12% in Peru thought the country was going in the right direction. This month's score is now the most positive for Peru since the start of the Coronavirus pandemic.

Elsewhere, 27% in Great Britain think the country is on the right track, up 8pp, in the first month of fieldwork after Andy Burnham became Prime Minister.

Economy

On average across 30 countries, 37% describe the current economic situation in their country as good, while 63% describe it as bad.

Singapore is the most positive, with 76% feeling the state of the economy is good.

At the other end of the spectrum only 9% in France say the same. Hungary is the second most negative country with only 18% thinking the economy is good shape, down 11pp since last month.

Thirty-seven per cent of South Africans feel the economy is in good shape, up 13pp this month.

Top concerns by country

Crime & violence

- Peru (64%)
- Mexico (59%)
- Chile (54%)
- Sweden (55%)
- Israel (48%)
- Brazil (47%)
- Italy (39%)
- France (36%)
- Colombia (37%)

Inflation

- Türkiye (51%)
- Canada (49%)
- Australia (49%)
- US (43%)
- Japan (35%)

Unemployment

- South Africa (63%)
- Singapore (60%)
- Argentina (55%)
- India (45%)
- South Korea (44%)

Immigration control

- Ireland (39%)
- Spain (39%)
- Netherlands (38%)
- Great Britain (36%)
- Germany (32%)

Financial/political corruption

- Indonesia (74%)
- Thailand (51%)
- Malaysia (53%)

Healthcare

- Hungary (64%)
- Poland (42%)

Taxes

- Belgium (43%)

Key figures by country

47%

in Peru say the country is heading in the right direction – up 21pp since last month.

33%

in Thailand are concerned about crime – the highest level since February 2024.

49%

in Australia are worried about inflation – up 4pp since last month.

27%

in Israel say the country is heading in the right direction – 4pp lower than July 2026.

39%

in Spain are worried about immigration control – up 11pp higher than last month.

40%

in Poland are concerned about military conflict – up 9pp compared to last month.

Want to go deeper?

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

Contact: joseph.nadler@ipsos.com for details.

What Worries the World? AUGUST 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	29%	-1	-1
Poverty & social inequality	29%	=	=
Unemployment	29%	=	+1
Financial/political corruption	27%	-1	+1

State of the country

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

	change vs. last month	change vs. last year
39% RIGHT DIRECTION	+1	+2
61% WRONG TRACK	-1	-2

State of the economy

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

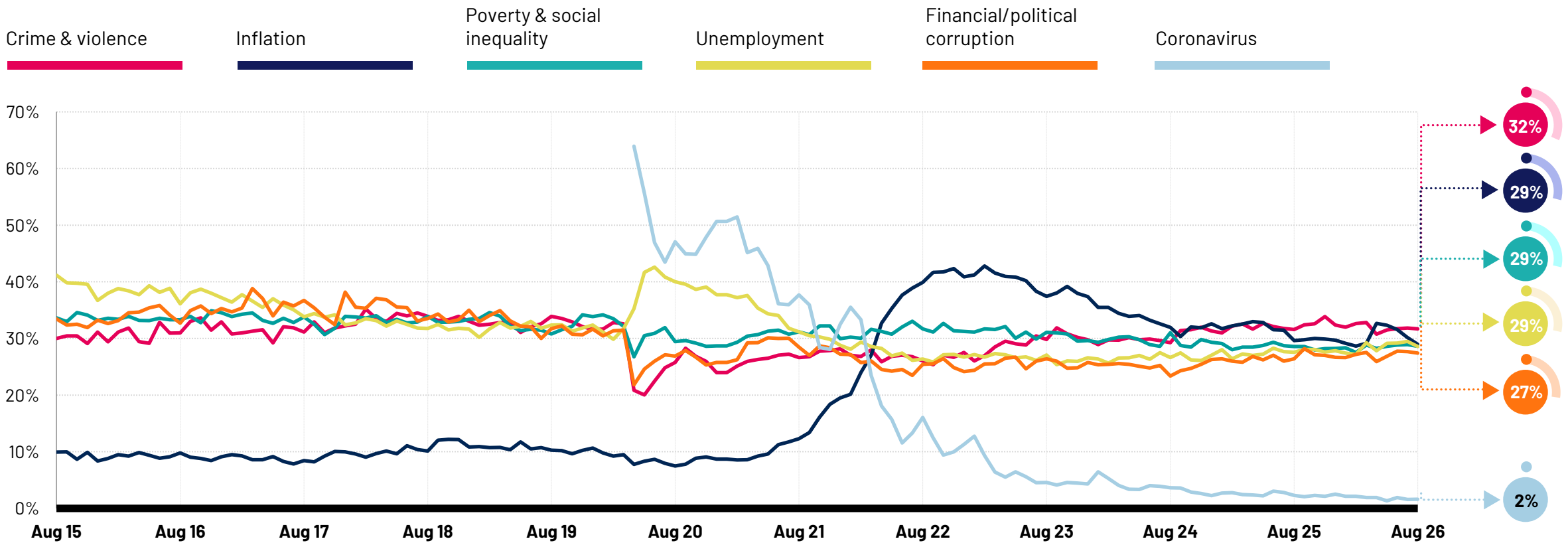
	change vs. last month	change vs. last year
37% GOOD	-1	-1
63% BAD	+1	+1

Base: Representative sample of 24,531 adults aged 16-74 in 30 participating countries, July 17th 2026 - August 7th 2026.

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

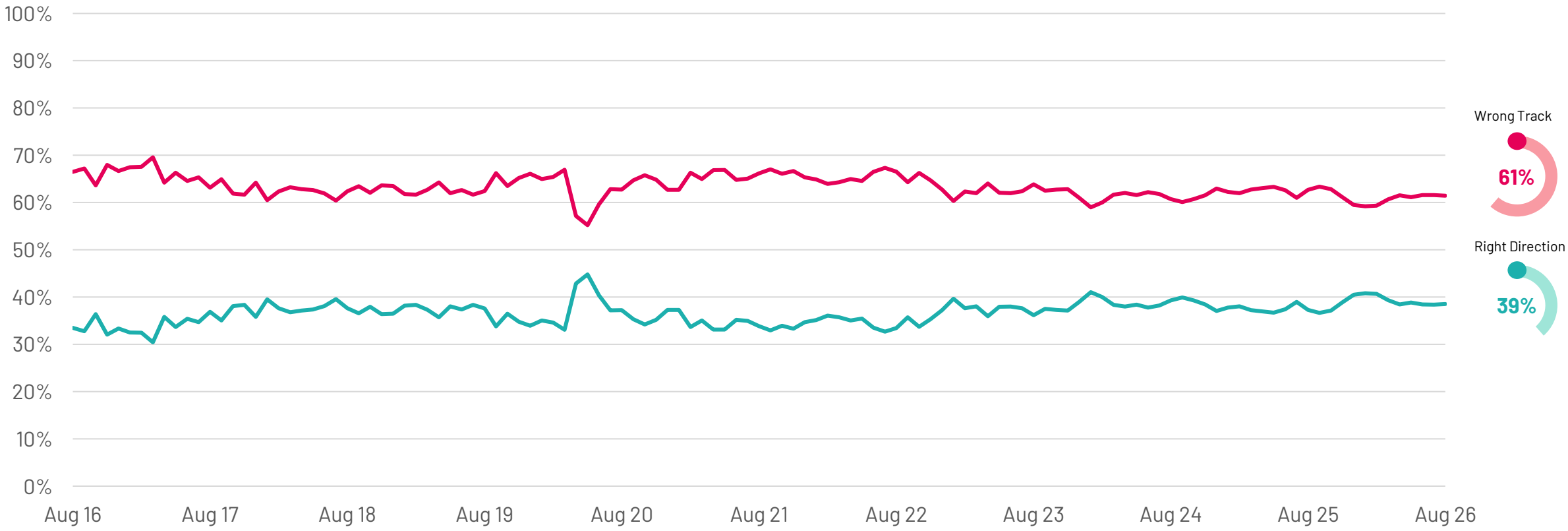


Base: Representative sample of 24,531 adults aged 16-74 in 30 participating countries, July 17th 2026 - August 7th 2026.

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

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?



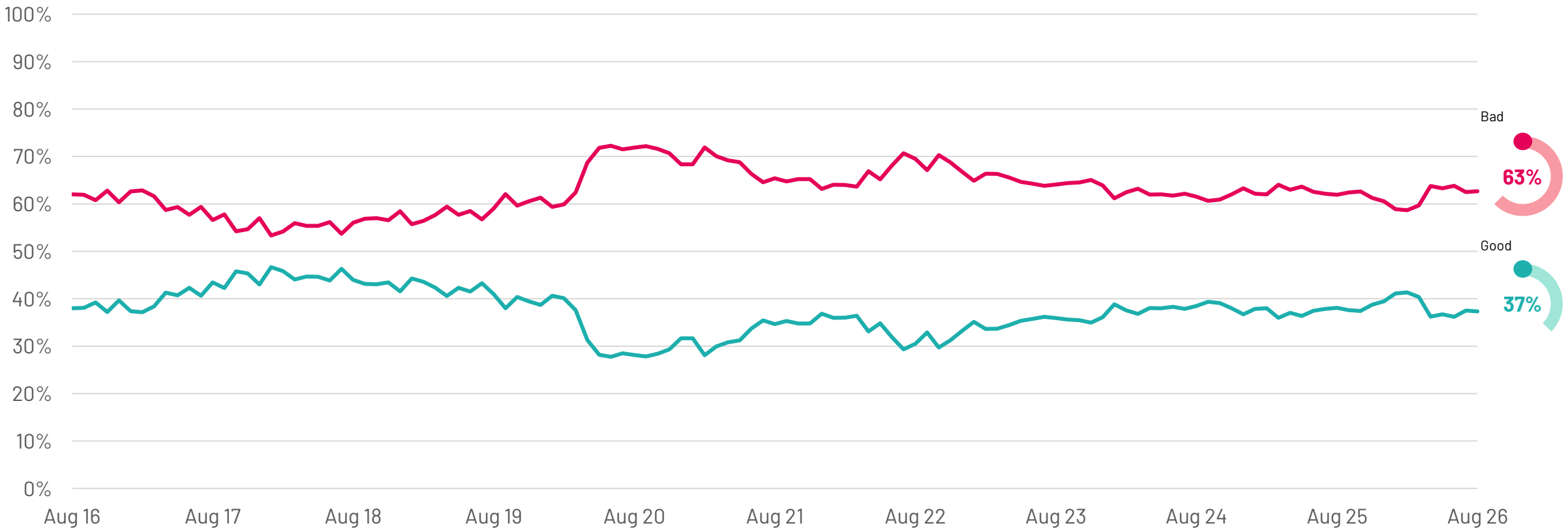
Base: Representative sample of 24,531 adults aged 16-74 in 30 participating countries, July 17th 2026 - August 7th 2026.

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

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'*)



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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 26

COUNTRY SPOTLIGHT: GREAT BRITAIN

Great Britain

On July 20 2026, Andy Burnham walked down Downing Street to became the new UK Prime Minister. As is often the case at the start of a new leader's premiership we see a slight bump in positivity among Britons. The country's right direction score is up 8pp this month, but still only one in four (27%) are positive about where the nation is going. Pessimism has been rife across much of western Europe (France is the least positive about the direction of its country) and last month's right direction score in Britain was the second lowest in the last decade (beaten only by 16% in November 2022).

With Prime Minister Burnham taking office, we wanted to look at what are the biggest concerns in the eyes of the British public.

Immigration is seen as the number one problem in Great Britain, with 36% seeing it as an issue this month. For the last 12 months worry about immigration has hovered around four in 10 and in July, Britain ranked as the most concerned country about the issue.

36%

in Great Britain say immigration is a major issue.

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

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

Great Britain

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

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

Michael Clemence, from Strategy3, Ipsos in the UK, highlights there has been some positivity for Prime Minister Burnham since starting the role, but there is a big job ahead of him to make a long-term impact.

"A change of Prime Minister has provided some respite for the ruling Labour party, who have pulled narrowly ahead of the right-wing Reform UK party in opinion polling since Andy Burnham took over," Clemence says.

"The public are also showing signs of a lift in mood, with the proportion who feel the country is headed in the right direction up by eight percentage points since last month.

"However, this improvement does little to dent the overall mood of despondency felt by many Britons. People have felt a loss of the future for some years now and failure to remedy this has had a corrosive effect on trust in institutions and politics.

"To rebuild public positivity and avoid the fate of a chain of recent Prime Ministers who have been ejected from office after only a relatively short term, Andy Burnham will need to make demonstrable progress on the key worries that have been top of the British public mind for some time - immigration control, healthcare, poverty, and inflation."

Keep up to date with the most recent UK polling poll here.

GREAT BRITAIN SUMMARY: AUGUST 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
Immigration control	36%	-6	-3
Healthcare	32%	+1	-1
Poverty & social inequality	29%	+5	+4
Inflation	29%	-3	-3
Crime & violence	22%	-4	-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?

	change vs. last month	change vs. last year
27% RIGHT DIRECTION	+8	-8
73% WRONG TRACK	-8	+8

State of the economy

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

	change vs. last month	change vs. last year
18% GOOD	-1	-16
82% BAD	+1	+16

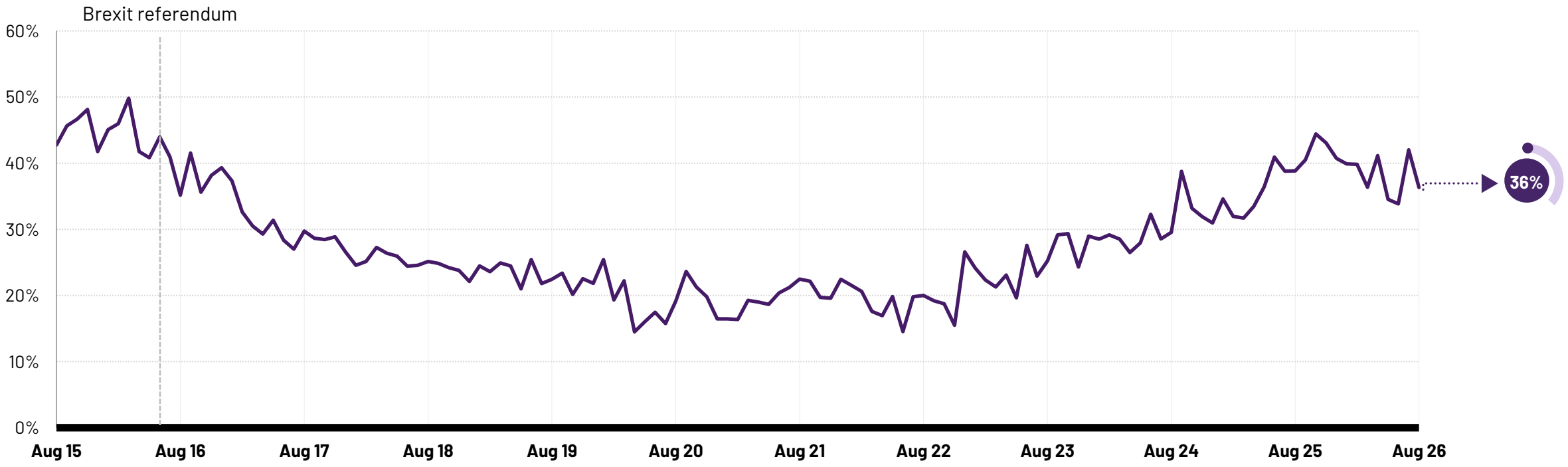
Base: Representative sample of British adults aged 16-74. c.1000 per month

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

Great Britain's concern for immigration control: Since 2015

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

Immigration control



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

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

Great Britain good economy rating

% 'Very good' or 'Somewhat good'

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

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

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

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform, between July 17th 2026 and August 7th 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.

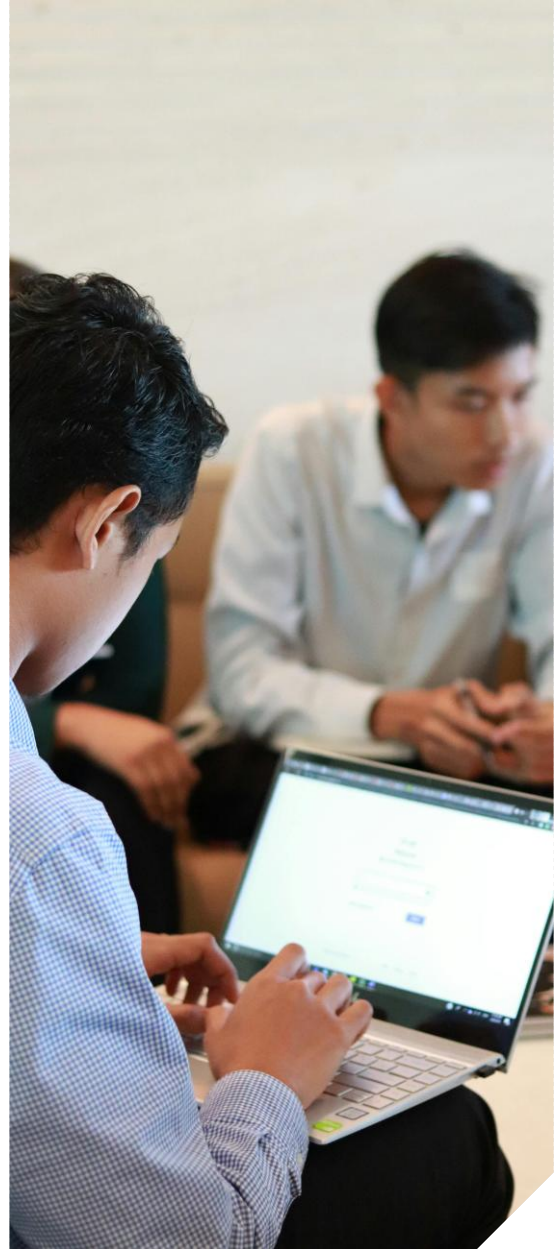
The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, India, Italy, Japan, the Netherlands, Spain, and the US, and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru,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