

WHAT WORRIES THE WORLD?

October 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.



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Monthly headlines

Worries

Across 30 countries, inflation is now the joint top priority, alongside crime & violence, with 31% saying they are worried. This month, eight countries put the cost-of-living as their main concern, up from six in September. Italy (36%) and Germany (35%) are the new additions.

Meanwhile, the number of nations selecting crime & violence as their top worry has fallen by three (Chile, Italy, and Ireland).

Despite wildfires effecting Southeast Asia, we see mixed results when it comes to worry about climate change. Indonesia (where 14% mention it) has seen the proportion concerned increase marginally over the month, whereas Thailand (30%) has risen 14 percentage points (pp).

Direction

Across 30 countries, the proportion believing their country is "heading in the right direction" has dipped fractionally to 37%.

In France, the level of optimism has fallen 4pp since September to just 7%, solidifying their placement as the most pessimistic nation in our list. This month's score is the lowest we have seen for the nation in a decade.

Elsewhere in Europe, after a undecisive general election, the proportion of Swedes expressing optimism has fallen 5pp from last month to 36% - defying the typical post-election bump we normally see.

Economy

The proportion across 30 countries saying their nation's economy is "good" now sits at 37% this month.

Much like their right direction score, France's economic outlook has fallen 3pp over the month to 7%. However, this isn't the first time France has been here, with April 2026's score also recording 7%. Over the past decade, 7% has been the floor for this measure in France - it's a figure we will be watching closely in the coming months.

Canada (where 35% say the economy is "good") is now firmly the most optimistic country in the G7, while the US (24%) continues to fall, now at its lowest point in a decade.

Top concerns by country

Inflation

- Singapore (59%)
- Türkiye (53%)
- Canada (49%)
- Australia (45%)
- US (42%)
- France (39%)
- Italy (36%)
- Germany (35%)

Unemployment

- South Africa (63%)
- Colombia (40%)
- Argentina (57%)
- Chile (54%)
- India (47%)
- South Korea (41%)

Crime & violence

- Peru (70%)
- Mexico (55%)
- Sweden (51%)
- Israel (47%)
- Brazil (46%)

Immigration control

- Great Britain (42%)
- Spain (36%)
- Netherlands (32%)

Financial/political corruption

- Indonesia (71%)
- Malaysia (53%)
- Thailand (51%)

Healthcare

- Hungary (61%)
- Poland (46%)
- Ireland (39%)

Climate change

- Japan (34%)

Taxes

- Belgium (37%)

Key figures by country

7%

in France say their country is on the right track and 7% say the economy is "good".

70%

of Peruvians are worried about crime & violence – up 11pp from last month.

41%

in Türkiye are concerned about financial/political corruption – up 13pp over the month.

22%

of Americans are worried about military conflict between nations – up 4pp from last month.

34%

in Japan say climate change is one of the main issues facing them – the highest of any country in the study.

25%

in the Netherlands are worried about the rise of extremism – up 7pp from 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.

Monthly Review

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

Worry	% mentioned in October 2026 (global country average)	Change from last month	12-month change
Inflation	31%	+2	+1
Crime & violence	31%	-1	-2
Poverty & social inequality	29%	=	+1
Unemployment	29%	=	+1
Financial/political corruption	27%	=	=
Healthcare	22%	-1	-1
Taxes	18%	=	=
Immigration control	17%	-1	-1
Climate change	17%	=	+4
Education	13%	=	=
Military conflict between nations	12%	+1	-1
Moral decline	10%	=	-1
Rise of extremism	10%	=	-1
Terrorism	8%	+1	-1
Threats against the environment	8%	=	+1
Maintaining social programmes	7%	=	=
Access to credit	2%	=	=
Coronavirus (Covid-19)	2%	=	=

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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

What Worries the World? OCTOBER 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
Inflation	31%	+2	+1
Crime & violence	31%	-1	-2
Poverty & social inequality	29%	=	+1
Unemployment	29%	=	+1
Financial/political corruption	27%	=	=

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
◀ 37% RIGHT DIRECTION	-1	=
◀ 63% WRONG TRACK	+1	=

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	=
◀ 63% BAD	+1	=

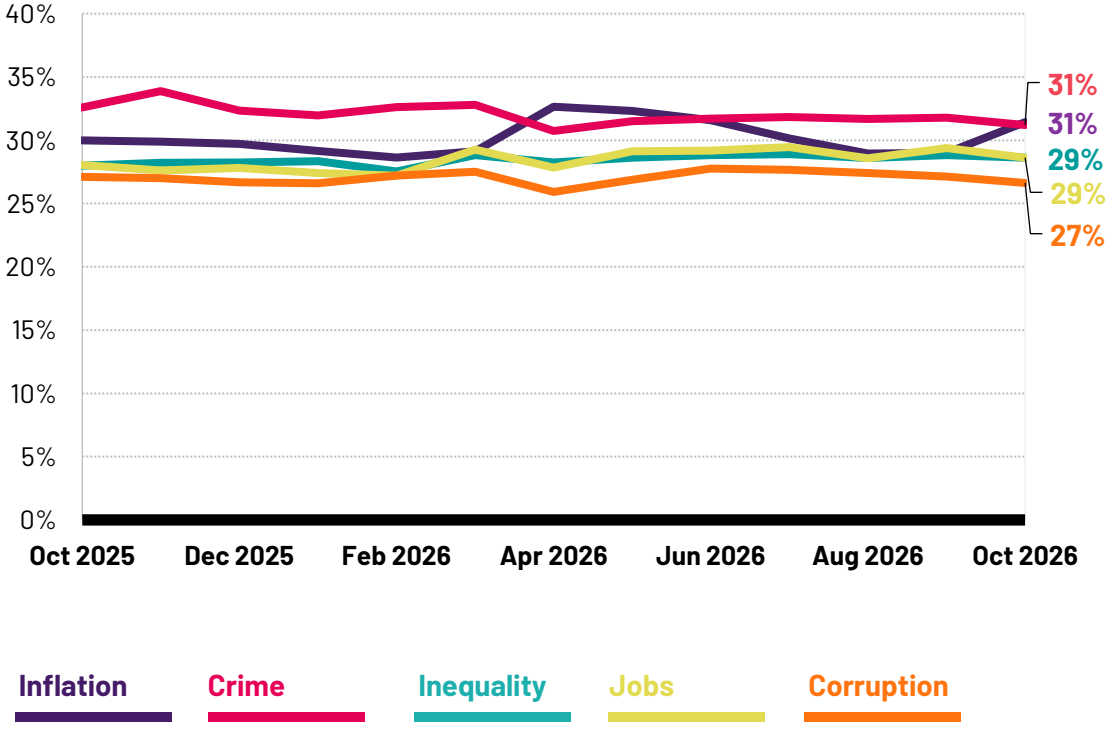
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What Worries the World? 12 MONTH TREND

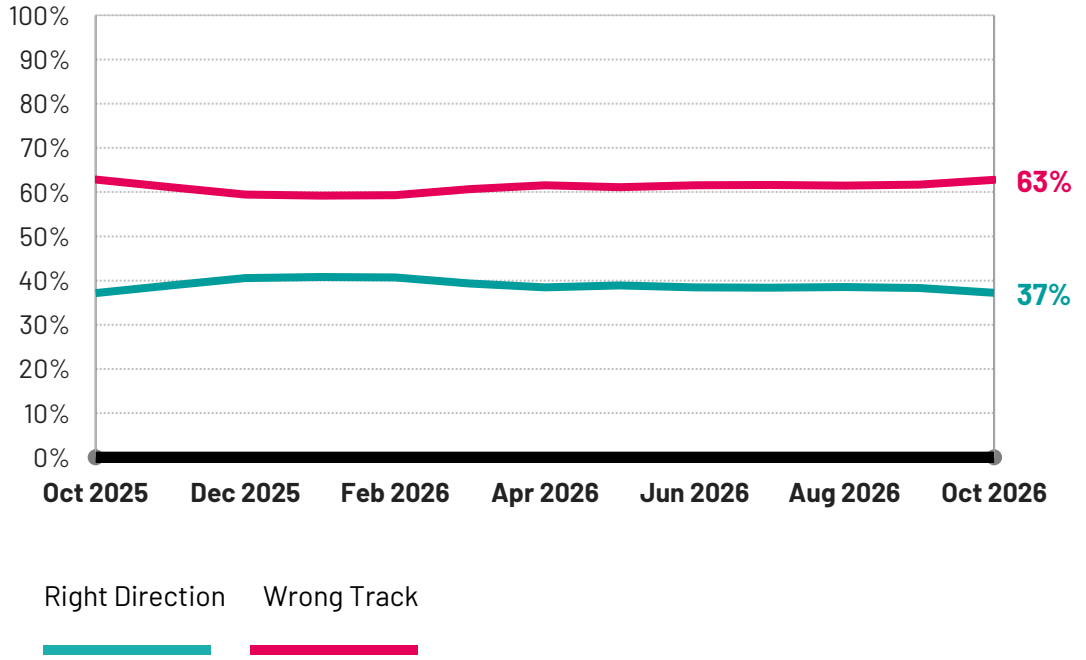
Top five worries

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



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?

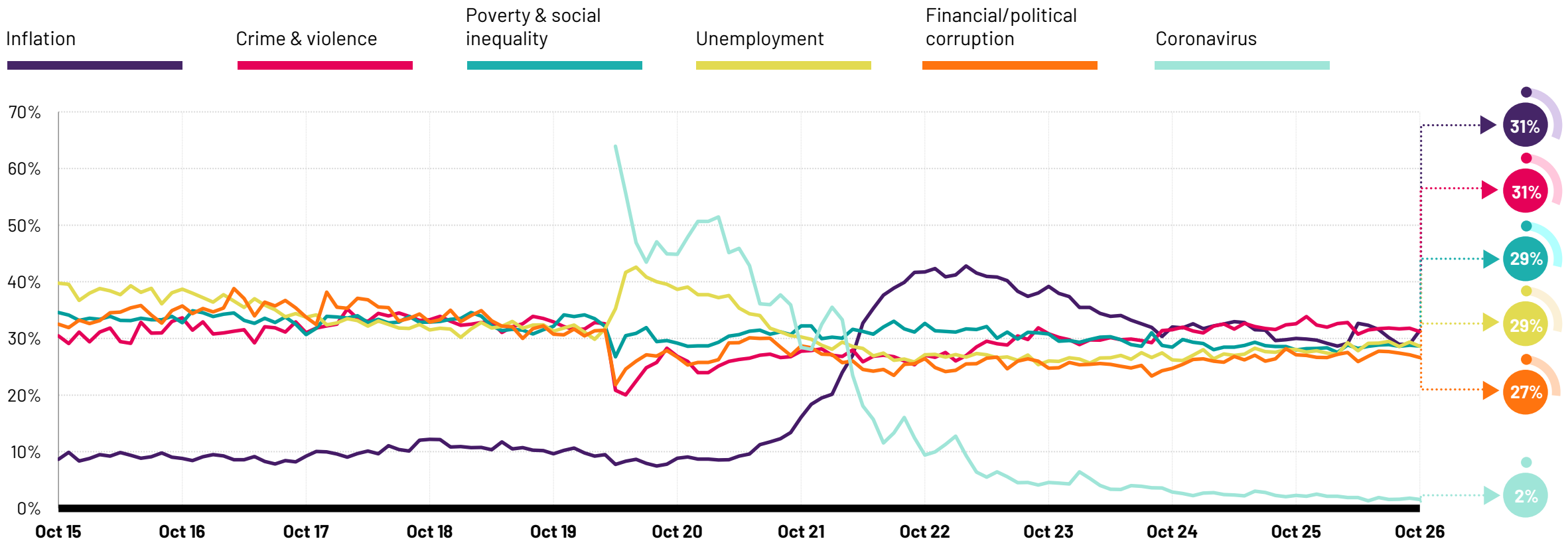


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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 26

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 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

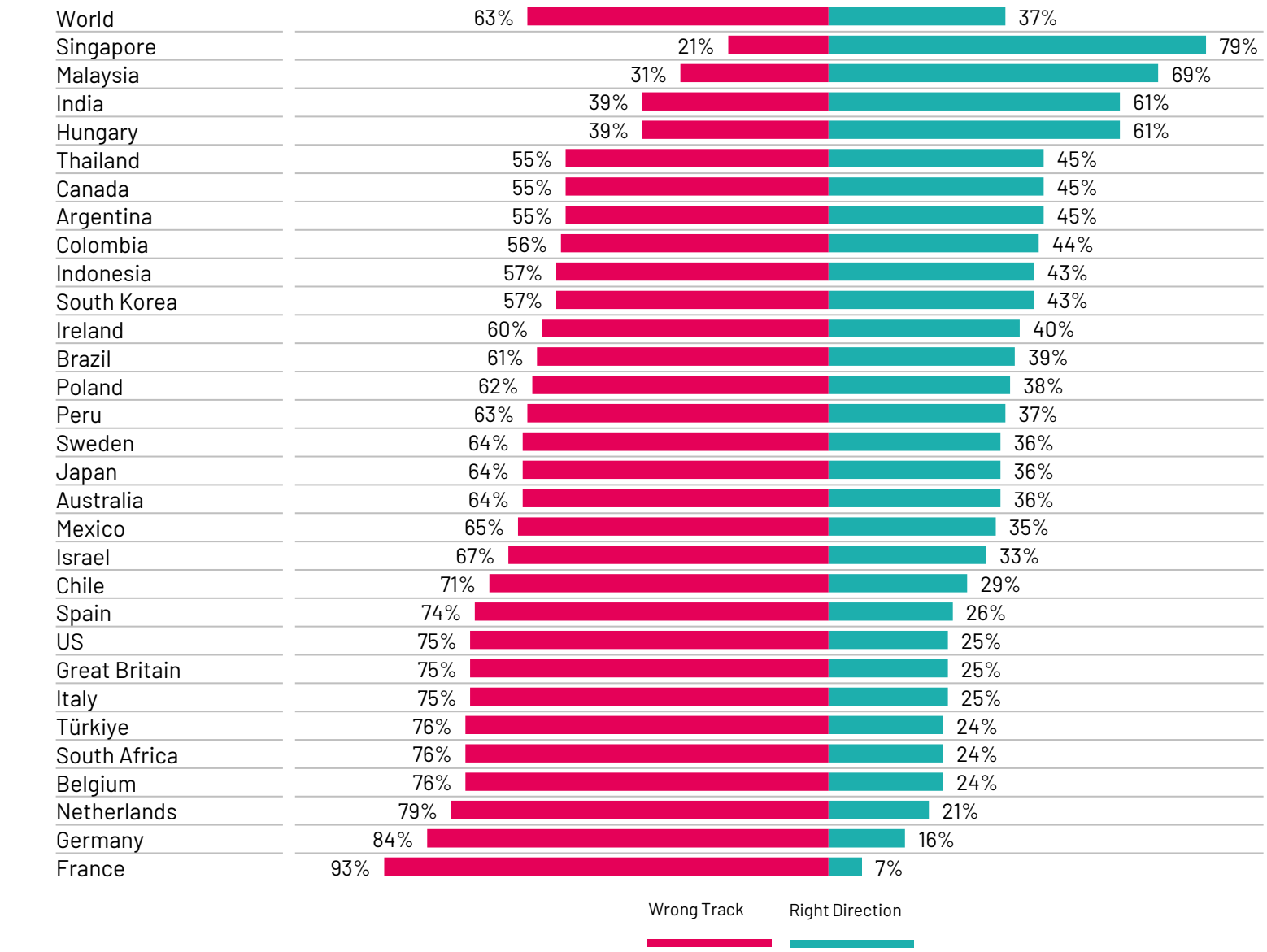
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 26

Monthly review

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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

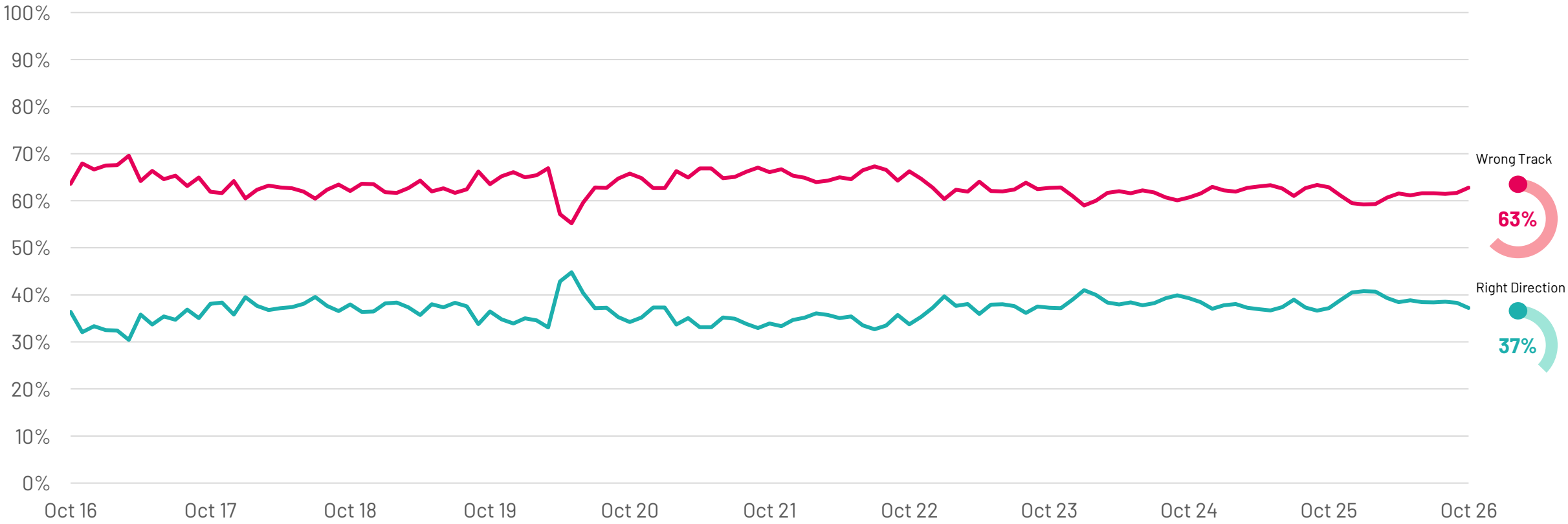
Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (October 2026)



Country	Wrong Track	Right Direction	Right direction change from last month	12-month change
World	63%	37%	-1	=
Singapore	21%	79%	-1	-2
Malaysia	31%	69%	+4	=
India	39%	61%	-9	N/A
Hungary	39%	61%	-1	+41
Thailand	55%	45%	-3	-11
Canada	55%	45%	+1	+5
Argentina	55%	45%	+6	-1
Colombia	56%	44%	-8	+11
Indonesia	57%	43%	+2	-20
South Korea	57%	43%	=	-18
Ireland	60%	40%	+3	-1
Brazil	61%	39%	+3	-2
Poland	62%	38%	-2	-4
Peru	63%	37%	-5	+28
Sweden	64%	36%	-5	+8
Japan	64%	36%	=	+16
Australia	64%	36%	-2	-12
Mexico	65%	35%	+3	-6
Israel	67%	33%	+1	=
Chile	71%	29%	-6	-3
Spain	74%	26%	-3	-7
US	75%	25%	-2	-13
Great Britain	75%	25%	-3	-2
Italy	75%	25%	+2	-2
Türkiye	76%	24%	-4	=
South Africa	76%	24%	-9	+4
Belgium	76%	24%	+1	-6
Netherlands	79%	21%	+2	+4
Germany	84%	16%	+2	-7
France	93%	7%	-4	-1

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 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

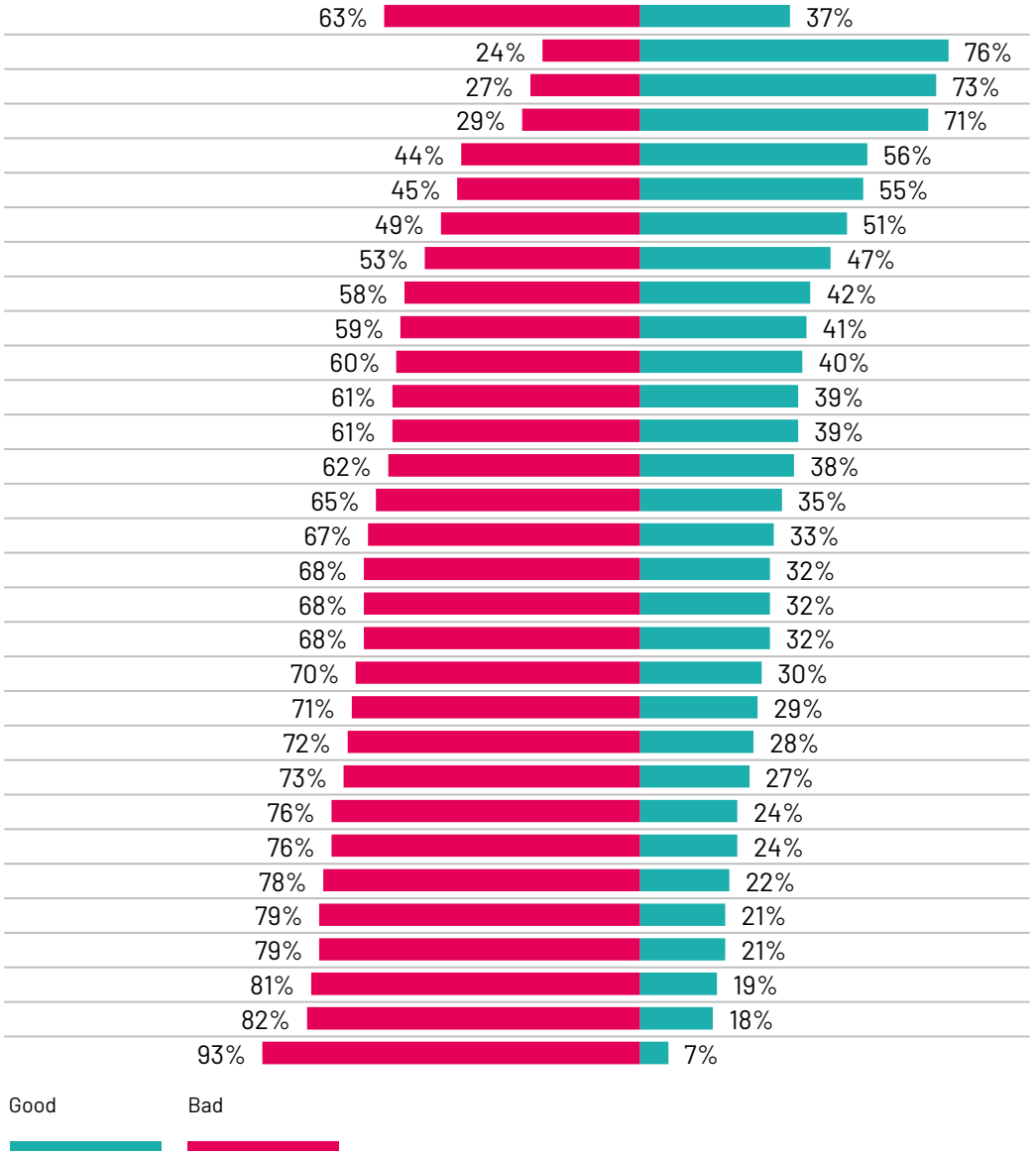
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 26

Current Economic Situation

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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

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

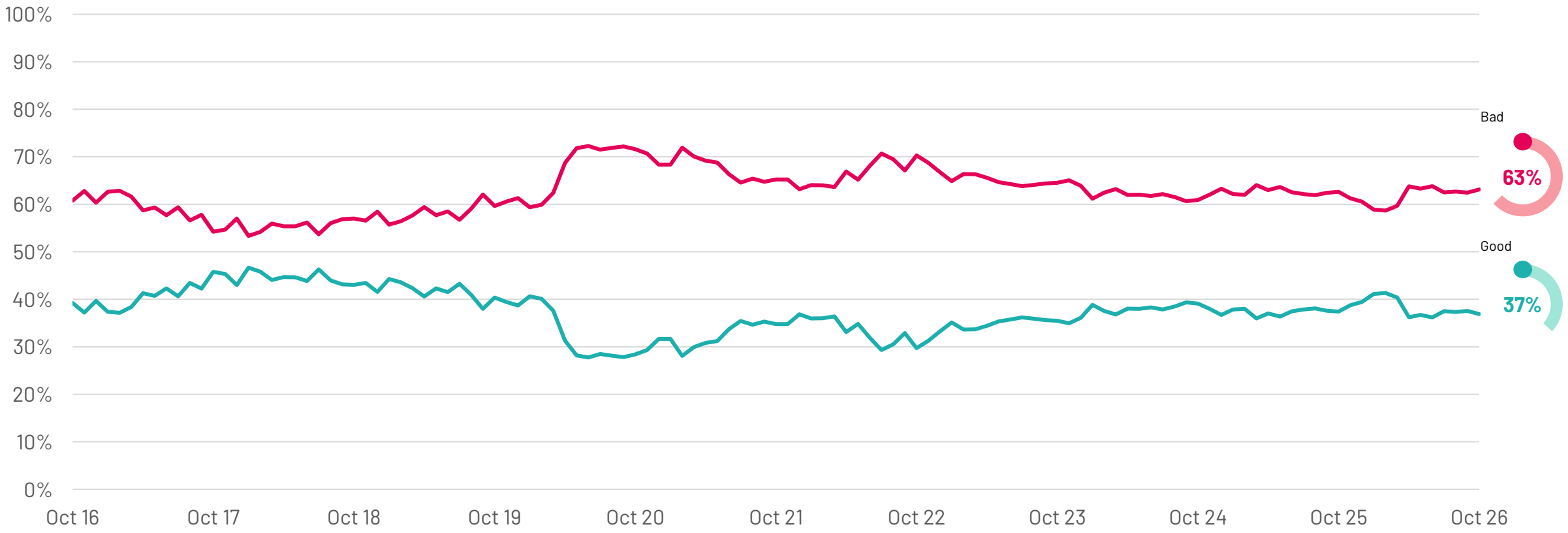


Country	Good	Bad	Change from last month	12-month change
World	37%	63%	-1	=
Singapore	76%	24%	-3	=
Malaysia	73%	27%	+5	+4
India	71%	29%	-8	-2
Sweden	56%	44%	+2	+16
Netherlands	55%	45%	-4	-8
Ireland	51%	49%	+1	-2
Poland	47%	53%	-3	-4
Israel	42%	58%	-5	+5
Peru	41%	59%	-2	+18
Mexico	40%	60%	+4	+2
Thailand	39%	61%	=	+1
Australia	39%	61%	-2	-11
Brazil	38%	62%	+8	+2
Canada	35%	65%	+1	+3
Indonesia	33%	67%	+1	-7
Colombia	32%	68%	-6	+3
Spain	32%	68%	-3	-7
South Korea	32%	68%	-1	+3
South Africa	30%	70%	-5	+5
Argentina	29%	71%	+3	+5
Hungary	28%	72%	+4	+7
Türkiye	27%	73%	-1	+1
US	24%	76%	-5	-17
Italy	24%	76%	+1	-5
Germany	22%	78%	+2	-8
Chile	21%	79%	-4	-12
Belgium	21%	79%	-3	-9
Japan	19%	81%	+3	+8
Great Britain	18%	82%	-2	-9
France	7%	93%	-3	-2

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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COUNTRY SPOTLIGHT: EUROPE



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Europe

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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In recent weeks we have seen protests and, in some cases, riots erupting across Europe. This month, rather than spotlighting one country, we will look at a select few and highlight similarities and differences between them.

In our data this month, one key issue stands out: inflation. Of the 11 European countries in our survey, nine have experienced some sort of month-on-month increase in concern.

In Italy, where unrest has been taking place (note: after fieldwork was completed) over rising costs around diesel and economic frustrations, we have seen a 7pp increase from September. Over a third (36%) express worry about inflation, which is the highest it has been since February 2023 (also 36%).

We reached out to Chiara Ferrari, Service Line Leader, Public Affairs in Italy, who said:

"The inflationary shock and the rising cost of essential goods (energy, food, and fixed expenses) entail an estimated impact on households of around 500 euros per year in the 2026-2027 period, with more severe consequences for low-income families.

The picture suggests that, despite relatively stable macroeconomic indicators, many Italians feel increasingly squeezed by the cost of living and uncertain about their future prospects."

Turn over.

Europe

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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Chiara adds that "Student demonstrations over education, housing and job opportunities, preparations for a nationwide strike involving several trade unions, and truckers' protests that have led to roadblocks and temporary disruptions to the movement of goods, have all contributed to a sense of social and economic strain.

This points to a public mood shaped less by a single issue than by a broader perception that economic pressures, public services and social stability are all under increasing stress."

Spain has also witnessed protests towards the end of September, sparked by frustrations over housing. Over the month we have seen Spain's level of worry about inflation jump 5pp to 33%, 6pp higher than it was a year ago. To shed light on what's happening, Paco Camas, Senior Client Manager, Public Affairs in Spain, had this to say:

"Protest has increasingly become a normal channel of political participation rather than something confined to exceptional moments. The current cycle of mobilisation is particularly shaped by material concerns, especially purchasing power, the cost of basic goods and access to housing. This helps explain why the discontent we are seeing in Spain has clear parallels elsewhere in Europe, particularly in countries such as France, Italy and Belgium where street mobilisation also remains comparatively strong."

Turn over.

Europe

France, however, is emblematic of what has been spreading across Europe. The nation has entered this period of demonstrations and riots amid unprecedented pessimism. 93% of French people believe the country is heading in the wrong direction, and 93% consider the economic situation "bad" – the highest levels of pessimism among the 30 countries surveyed.

The cost of living remains a central concern. Thirty-nine per cent of French people cite inflation among the country's main problems, and more than half (54%) list difficulties making ends meet among their personal concerns.

The high school student movement is therefore unfolding in a climate already marked by accumulated frustrations and demands.

Although the protests originated within secondary schools, the issues raised by high school students had not prompted widespread public awareness in France when the movement began. Only 16% say that education is one of the main issues facing their nation.

Yet education's limited prominence among national priorities does not prevent support for the protests: 54% of French people approve of the high school student movement, and nearly 69% want the government to enter into dialogue with the students. A majority also believe the movement could continue for some time.

Turn over.

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Europe

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Mathieu Doiret, Research Director, IKC, Ipsos in France lends his insights:

"France has a very long track record of being dissatisfied with its own direction of travel, but it now hits the rock bottom with no more than 7% of all respondents considering the country is heading in the right direction. Protests and demonstrations have also been a constant feature of public life ever since the beginning of the Modern Age, but levels of violence also tended to increase in the current decade.

Yet, in spite of these idiosyncrasies, including a secondary school student protest, a revival of the Yellow Vests, and union calls for a general strike, what drives protest in France has got many parallels in neighbouring countries like Italy (where riots took place at exactly the same moment), Belgium (where school protests also took place) or in Spain where immigration and cost of living are also the most contentious issues which fuel contestation and political violence."

Finally, offering a zoomed-out perspective, Christine Tresignie, Global Service Line Lead, Public Affairs, notes that:

"Concerns about crime and violence have become increasingly prominent across Europe. Having ranked fourth in 2022, crime and violence rose to become the second-largest concern in 2024 and 2025, a position it maintained throughout much of 2026."

Turn over.

Europe

Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026.

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Today, more than one in four Europeans still identify it as one of their biggest worries. Against the backdrop of recent episodes of violent unrest across Europe, this sustained level of concern is particularly significant. We will be watching closely whether these events further heighten public anxiety about safety and security and how this may shape trust in institutions, political priorities and ultimately electoral choices in the months ahead."

As always, we will continue to track sentiments across the region and elsewhere. If you have any questions about Europe, please don't hesitate to reach out.

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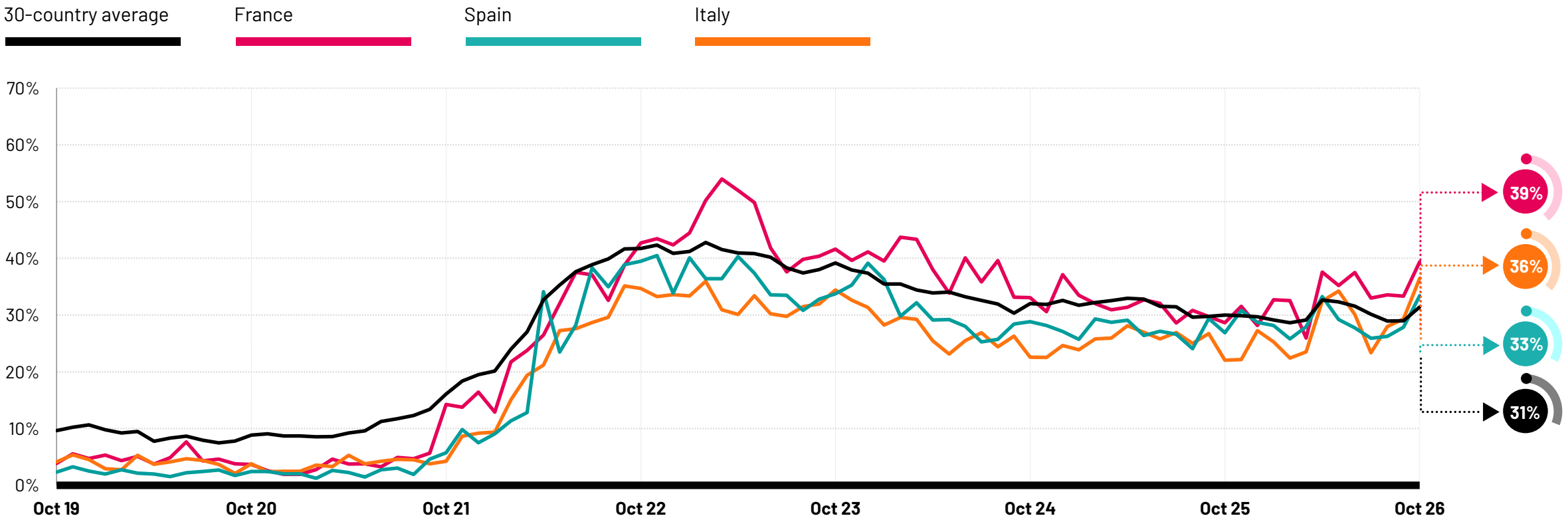
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Inflation long-term trend: selected European countries

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

% selecting Inflation



30-country Base: Representative sample of 24,527 adults aged 16-74 in 30 participating countries, September 25th 2026 - October 9th 2026 | **France Base:** Representative sample of adults aged 16-74. c.1000 per month | **Italy Base:** Representative sample of adults aged 16-74. c.1000 per month | **Spain Base:** Representative sample of Spanish adults aged 16-74. c.1000 per month

Source: Ipsos Global Advisor. Current Wave: Oct 26

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform, between September 25th 2026 and October 9th 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.

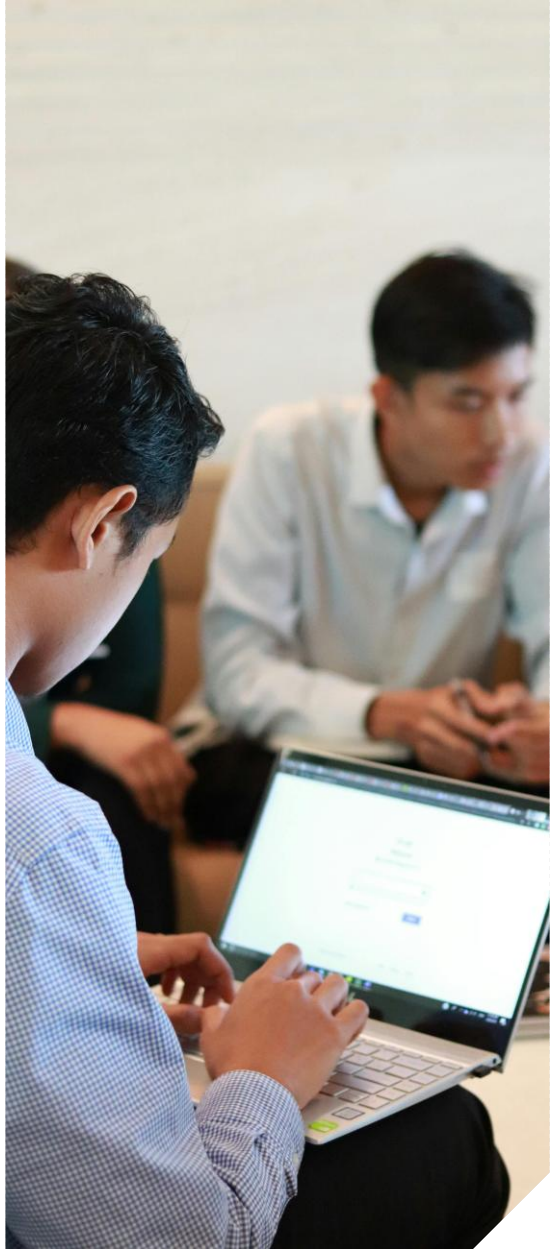
Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, India, 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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