

WHAT WORRIES THE WORLD?

September 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

Concern about climate change - which rose last month following extreme weather in much of the world - remains at its elevated level of 17%. This is the highest it has been since October 2024 (also 17%).

Meanwhile, after the initial shock of the Iran War around 100 days ago, concern about inflation remains at 29%, joint second with unemployment. Both Canada (51%) and the US (45%) have seen significant month-on-month increases in worry about the cost of living. Similarly, both nations have seen an uptick in those saying taxes are an issue, with Canada's worry levels (29%) rising 4 percentage points (pp) and America (17%) up 5pp.

Crime & violence is top this month as the number one issue overall.

Direction

The proportion saying their country is "heading in the right direction" across 30 nations has dipped fractionally to 38% this month.

Although the proportion of Americans saying they are on the right track has only fallen slightly since August, this month's score of 27% is 13pp lower than it was 12 months ago and marks the lowest it has been since June 2023 (when it was also 27%).

Elsewhere, in Colombia, after a narrowly-won election, the proportion of Colombians expressing optimism has risen 8pp since last month to 52%. Check out our spotlight on the nation with expert analysis.

Economy

The proportion saying their country's economy is in "good" shape has increased marginally to 38% over the month.

Once again, the five most pessimistic countries on the list are all from the G7, with just 10% in France expressing optimism.

America no longer holds the spot as most optimistic G7 country, following a 3pp drop in the proportion of people believing the economy is "good". The US now sits at 29% behind Canada on 34% (+3pp from August).. This marks a 15pp drop since January 2026 for Americans.

Top concerns by country

Crime & violence

- Peru (59%)
- Mexico (56%)
- Sweden (54%)
- Chile (53%)
- Brazil (52%)
- Israel (48%)
- Ireland (38% - joint with healthcare)
- Italy (33%)

Inflation

- Singapore (57%)
- Canada (51%)
- Türkiye (49%)
- US (45%)
- Australia (44%)
- France (33%)
- Japan (32% - joint with climate change)

Unemployment

- South Africa (69%)
- Argentina (61%)
- India (47%)
- South Korea (40%)
- Colombia (36%)

Immigration control

- Spain (41%)
- Great Britain (37%)
- Netherlands (34%)

Financial/political corruption

- Indonesia (70%)
- Malaysia (53%)
- Thailand (52%)

Healthcare

- Hungary (64%)
- Poland (47%)
- Ireland (38% - joint with crime)

Climate change

- Japan (32% - joint with inflation)

Poverty & social inequality

- Germany (33%)

Taxes

- Belgium (39%)

Key figures by country

28%

of Americans are worried about healthcare – up 4pp from August.

61%

in Argentina are worried about unemployment – up 6pp from last month.

30%

of Australians are worried about immigration control – up 5pp from August.

43%

of S. Koreans say the country is on the right track – down 9pp from last month.

38%

in Ireland say they're worried about crime & violence – up 12pp from last month.

26%

of Italians express concern about climate change – up 7pp from last month.

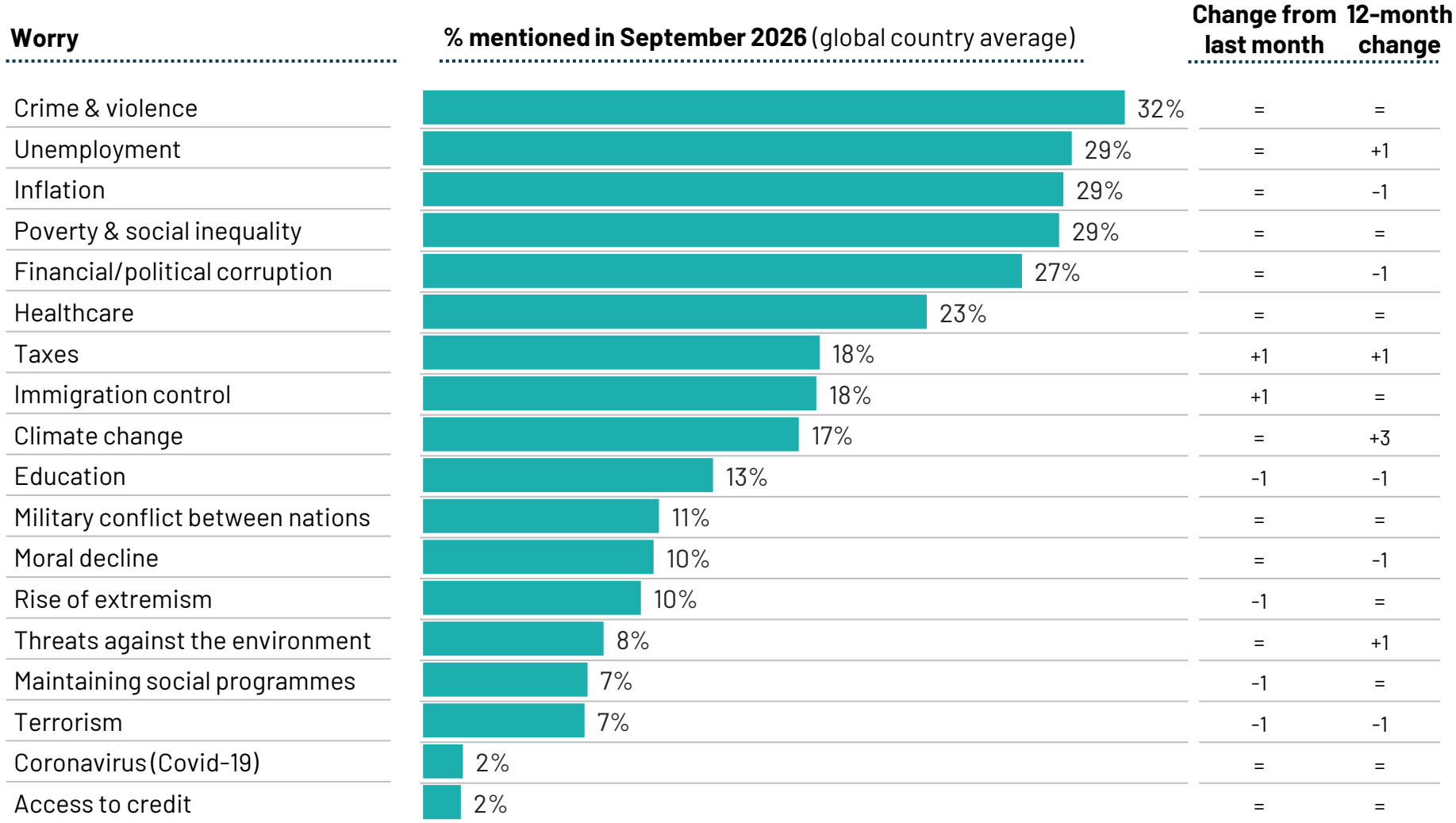
Want to go deeper?

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 September 2026 (global country average)	Change from last month	12-month change
Crime & violence	32%	=	=
Unemployment	29%	=	+1
Inflation	29%	=	-1
Poverty & social inequality	29%	=	=
Financial/political corruption	27%	=	-1
Healthcare	23%	=	=
Taxes	18%	+1	+1
Immigration control	18%	+1	=
Climate change	17%	=	+3
Education	13%	-1	-1
Military conflict between nations	11%	=	=
Moral decline	10%	=	-1
Rise of extremism	10%	-1	=
Threats against the environment	8%	=	+1
Maintaining social programmes	7%	-1	=
Terrorism	7%	-1	-1
Coronavirus (Covid-19)	2%	=	=
Access to credit	2%	=	=

Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 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? SEPTEMBER 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%	=	=
Unemployment	29%	=	+1
Inflation	29%	=	-1
Poverty & social inequality	29%	=	=
Financial/political corruption	27%	=	-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
◀ 38% RIGHT DIRECTION	-1	+1
◀ 62% WRONG TRACK	+1	-1

State of the economy

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



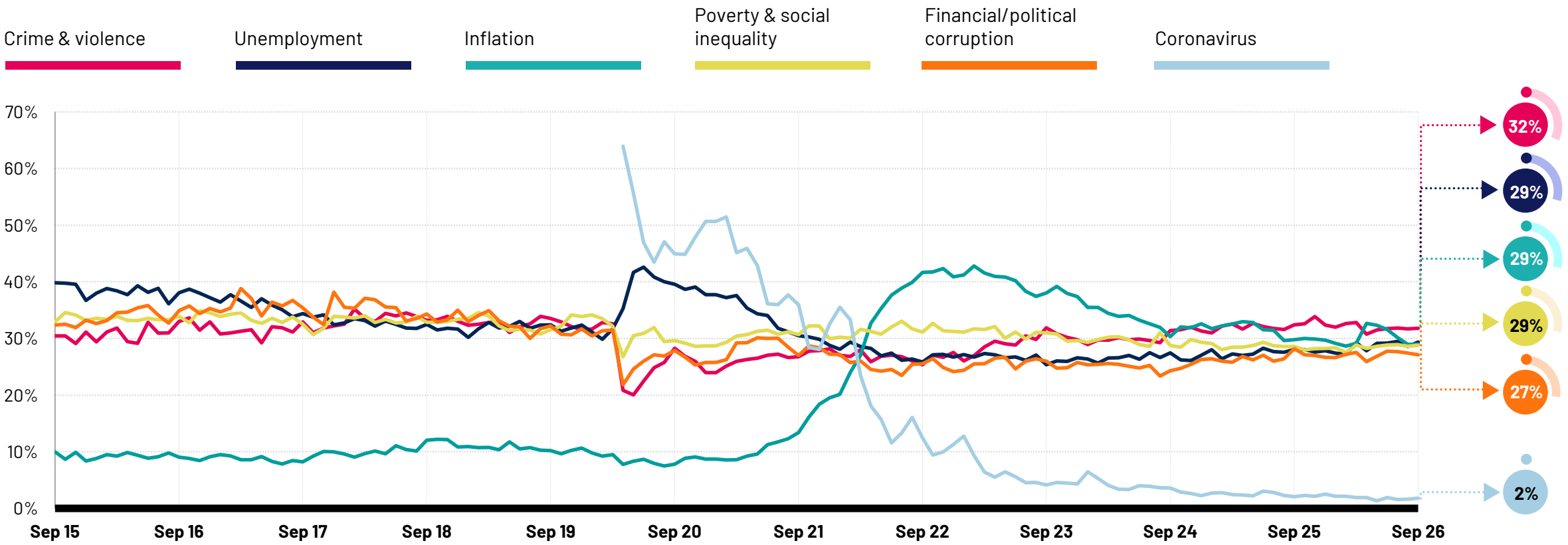
	change vs. last month	change vs. last year
◀ 38% GOOD	+1	=
◀ 62% BAD	-1	=

Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 2026.

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

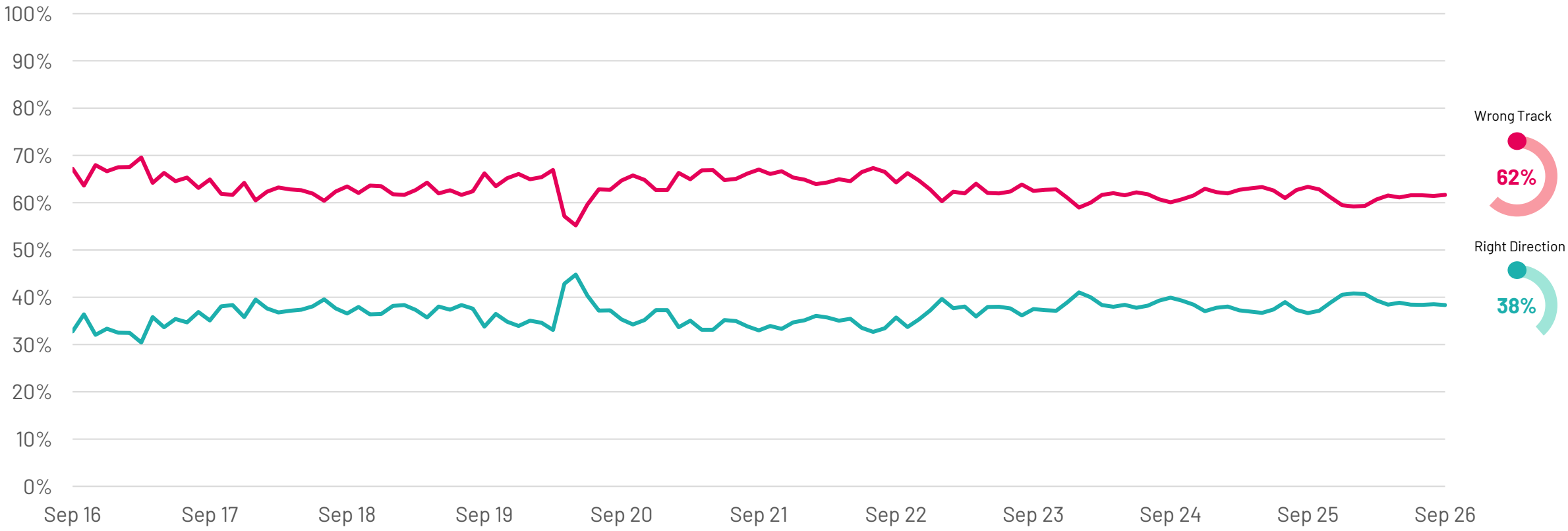


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Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Sep 26

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?



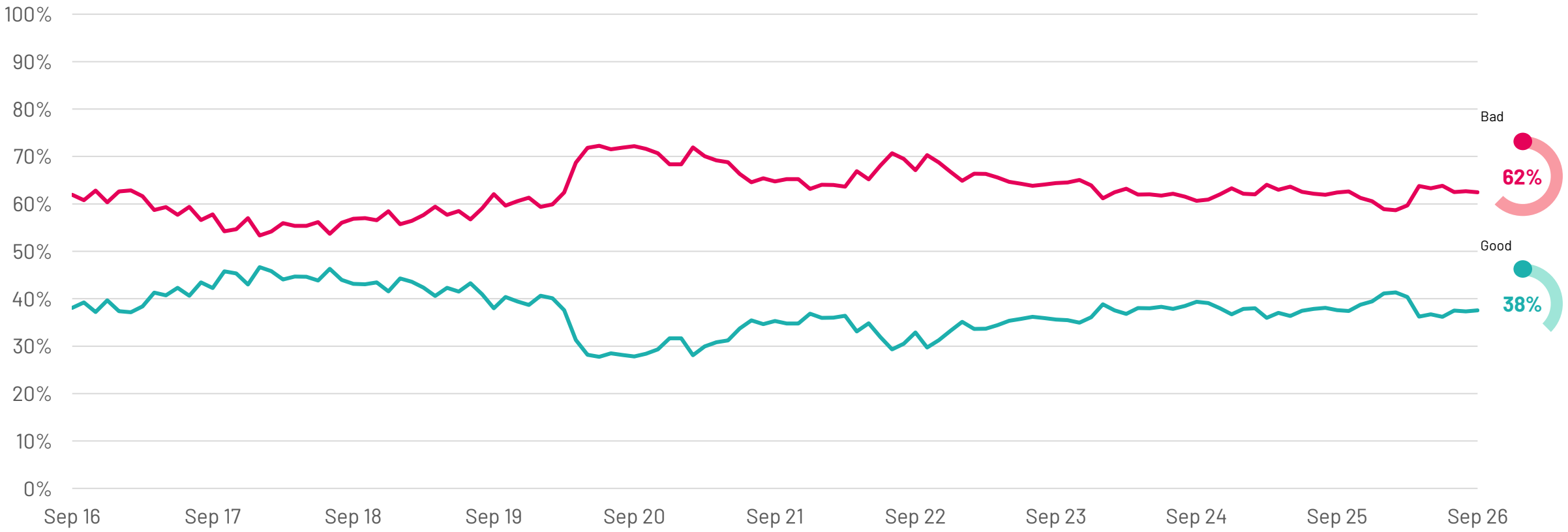
Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 2026.

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'*)



Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 2026.

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

COUNTRY SPOTLIGHT: COLOMBIA



Colombia

Presidential elections were held in Colombia on 31st May 2026. As none of the thirteen candidates obtained at least 50% of the vote in the first round, a run-off was held on 21st June, where newly elected Abelardo de la Espriella defeated Iván Cepeda by less than 1pp.

In a pattern which we have often observed after people have taken to the polls, Colombia experienced a post-election bounce in optimism. The proportion of Colombians believing the country to be "heading in the right direction" has increased 12pp since July of this year, and now stands at just over half (52%). This is the second highest score for the nation since they were added to the survey in March 2021, with only September 2022 recording a higher degree of optimism (55%).

Similar to Chile earlier this year, President Abelardo de la Espriella marks another Latin American country electing a right-wing politician promising a tough stance on crime. After his win, the proportion saying they are worried about crime & violence fell.

52%

in Colombia say their nation is "heading in the right direction".

Base: Representative sample of Colombian adults aged 16-74. c.500 per month

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

Country spotlight

Colombia

In June 2026, concern about crime was at 42%, making it Colombians' top worry. This month the level is at 33%, second to unemployment (36%).

The newly-elected president made promises to fix the economy, yet this is one area where Colombians might not seem convinced. The proportion saying their country's economic situation is "good" has fallen 9pp since July 2026, to 38%. That said, they are one of the more optimistic nations in LATAM when it comes to the economy, only behind Peru (43%), which is also enjoying a post-election bump.

Emilia Arango Ceballos, Associate Consultant, Strategy3, Ipsos in Colombia, had this to say:

"Colombia appears to be entering a more optimistic chapter. The proportion who feel the country is heading in the right direction has risen to 52%, up 16 percentage points from a year ago and well above the 38% global average.

42%

of Colombians express concern about crime & violence.

Base: Representative sample of Colombian adults aged 16-74. c.500 per month

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

Colombia

Base: Representative sample of Colombian adults aged 16-74. c.500 per month

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

This improvement predates the change of government, following a low of 35% in late 2024, but has accelerated around the political transition, with Abelardo De La Espriella taking office in August promising greater security and renewed economic confidence.

Yet the optimism seems to reflect confidence in where the country is going rather than satisfaction with where it is today. Nearly two-thirds still describe the economy as bad, while concerns remain relatively evenly spread across unemployment (36%), crime (33%), inequality (32%), corruption (31%) and healthcare (26%), with no single issue dominating the public agenda. Colombia has often shown resilience and comparatively high optimism despite persistent challenges, but the experience of the past four years shows this cannot be taken for granted. The new government will now need to turn renewed expectations into visible progress on the issues that continue to weigh most heavily on Colombians."



Emilia Arango Ceballos,
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COLOMBIA SUMMARY: SEPTEMBER 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
Unemployment	36%	+2	+2
Crime & violence	33%	-4	-16
Poverty & social inequality	32%	+3	=
Financial/political corruption	31%	-3	-4
Health care	26%	+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
52% RIGHT DIRECTION	+8	+16
48% WRONG TRACK	-8	-16

State of the economy

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



	change vs. last month	change vs. last year
38% GOOD	-6	+8
62% BAD	+6	-8

Base: Representative sample of Colombian 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: Colombia | Current Wave: Sep 26

Current Economic Situation

Colombia

% 'Very good' or 'Somewhat good'

Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 2026.

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

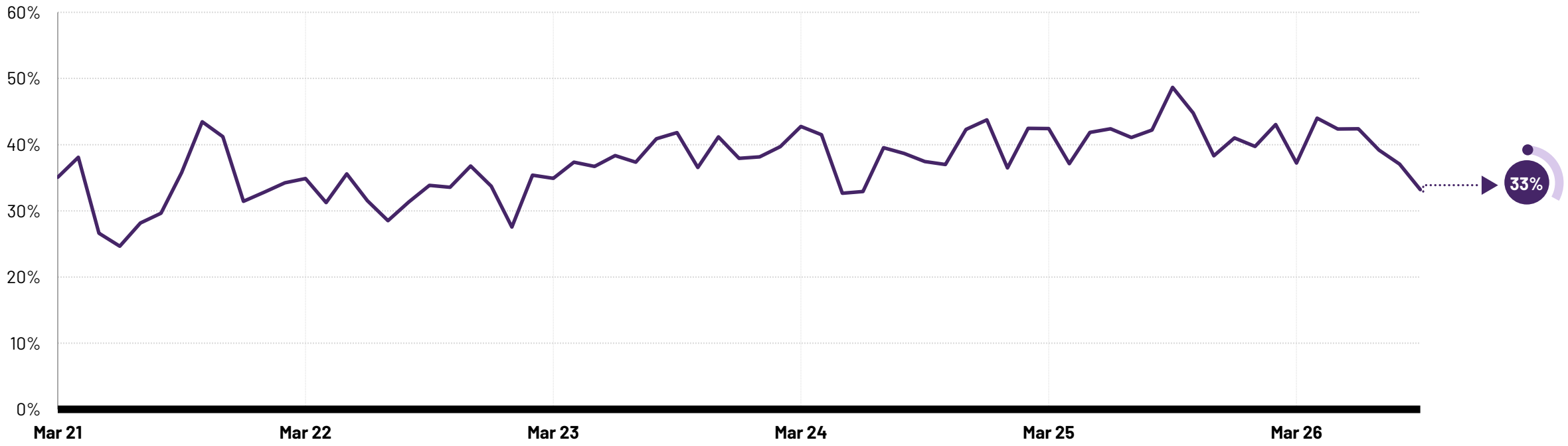
Q: How would you describe the current economic situation in your country?



Colombia's concern for crime & violence

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

Immigration control



Base: Representative sample of Colombian adults aged 16-74. c.500 per month

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

Methodology

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform, between August 21st 2026 and September 4th 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.

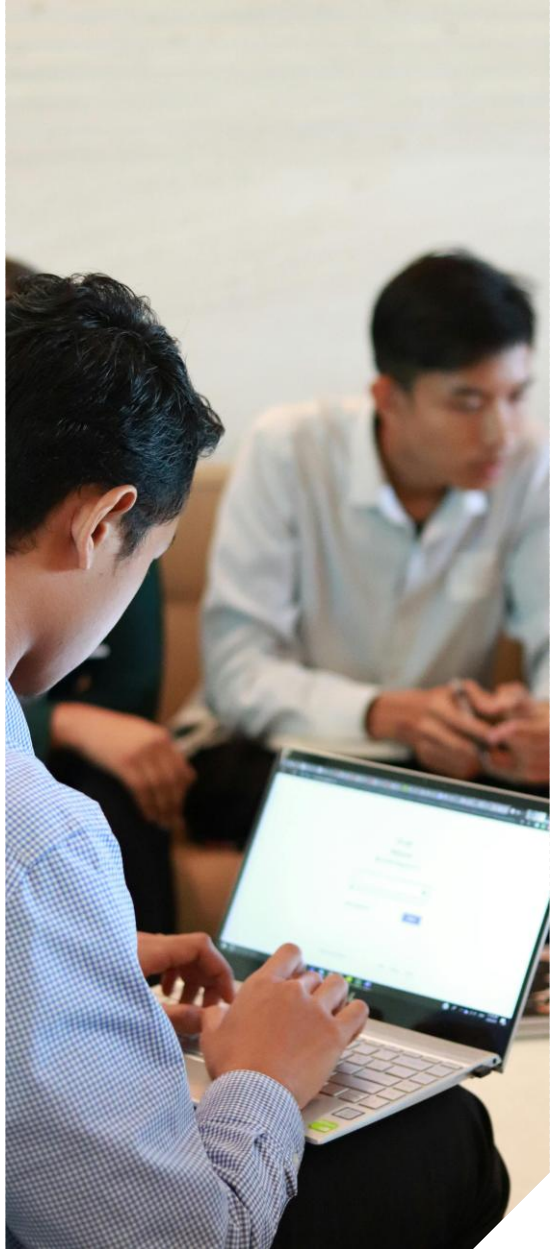
Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be considered representative of their general adult populations under the age of 75.

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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