

FII Priority compass

powered by FII Institute

Executive Report

October 2026
5TH EDITION

FII INSTITUTE
Future Investment Initiative Institute

Impact
on Humanity

In partnership with



UNVEILING THE RESULTS OF THE 5TH EDITION OF FII PRIORITY Compass



Since 2022, the FII PRIORITY Compass has tracked citizens' priorities across the globe. The 2026 edition, in partnership with IPSOS, marks its fifth year: 61,200 adults in 32 countries, home to 66% of the world's population, fairly distributed between the Global North and the Global South.

The Compass turns those answers into a clear reading of how priorities move: what has risen, what has fallen, and where the world divides. It is built as a decision-making tool, so that governments, policymakers, investors, and leaders can set out paths that answer humanity's most pressing needs.

32

Countries

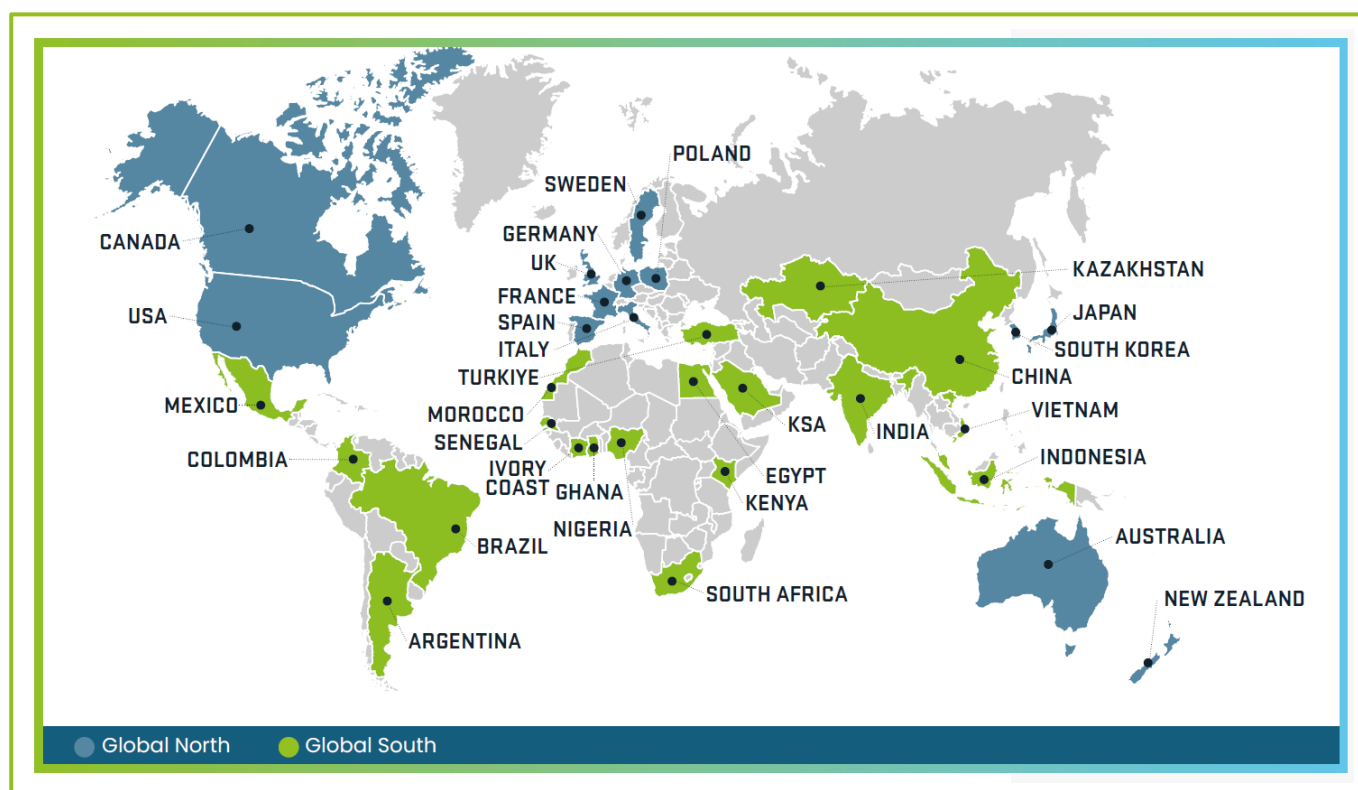
60,000+

Respondents

66%

of the Global Population

GEOGRAPHICAL COVERAGE



TOP GLOBAL PRIORITIES FOR 2026

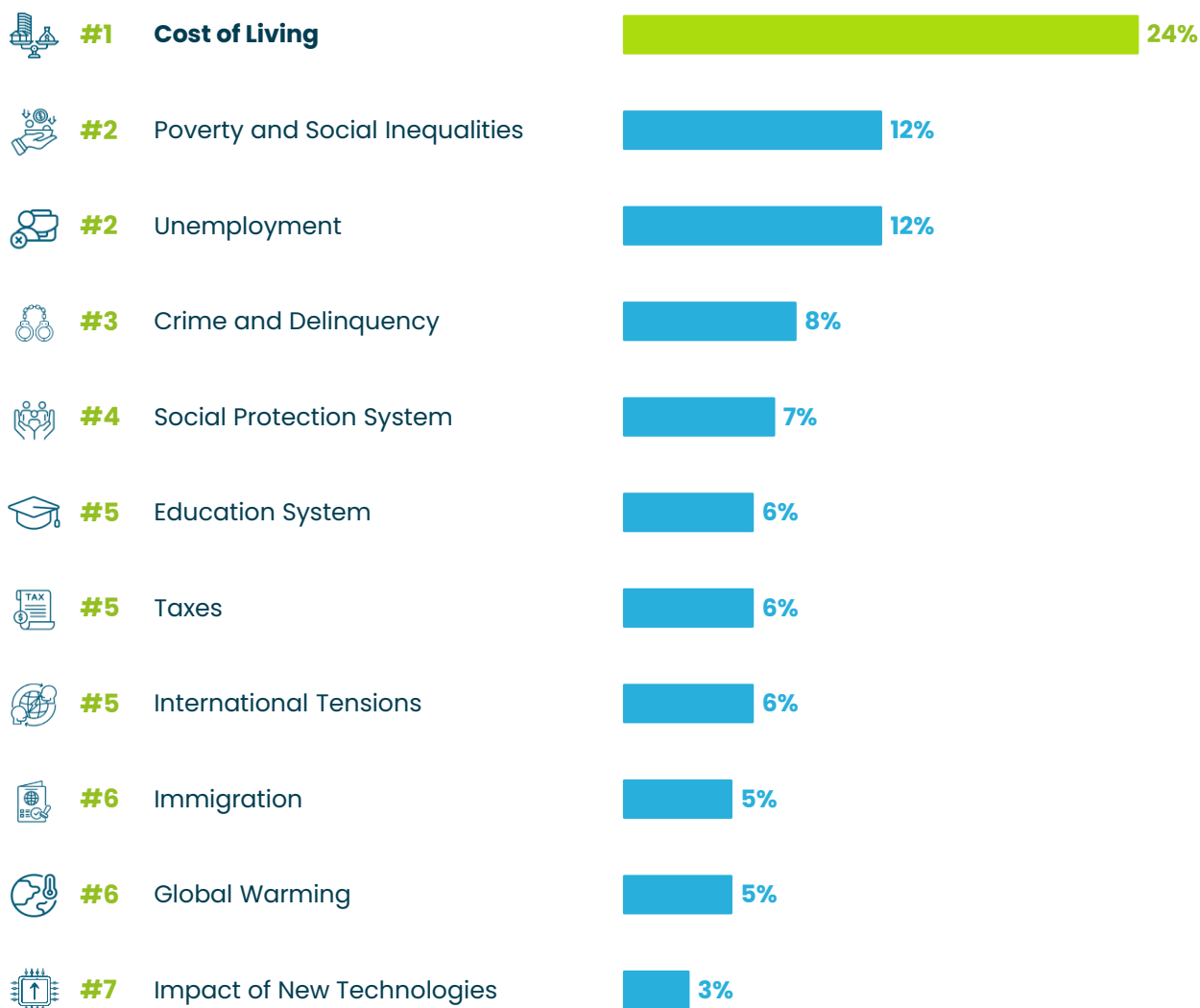
#1

COST OF LIVING

24%

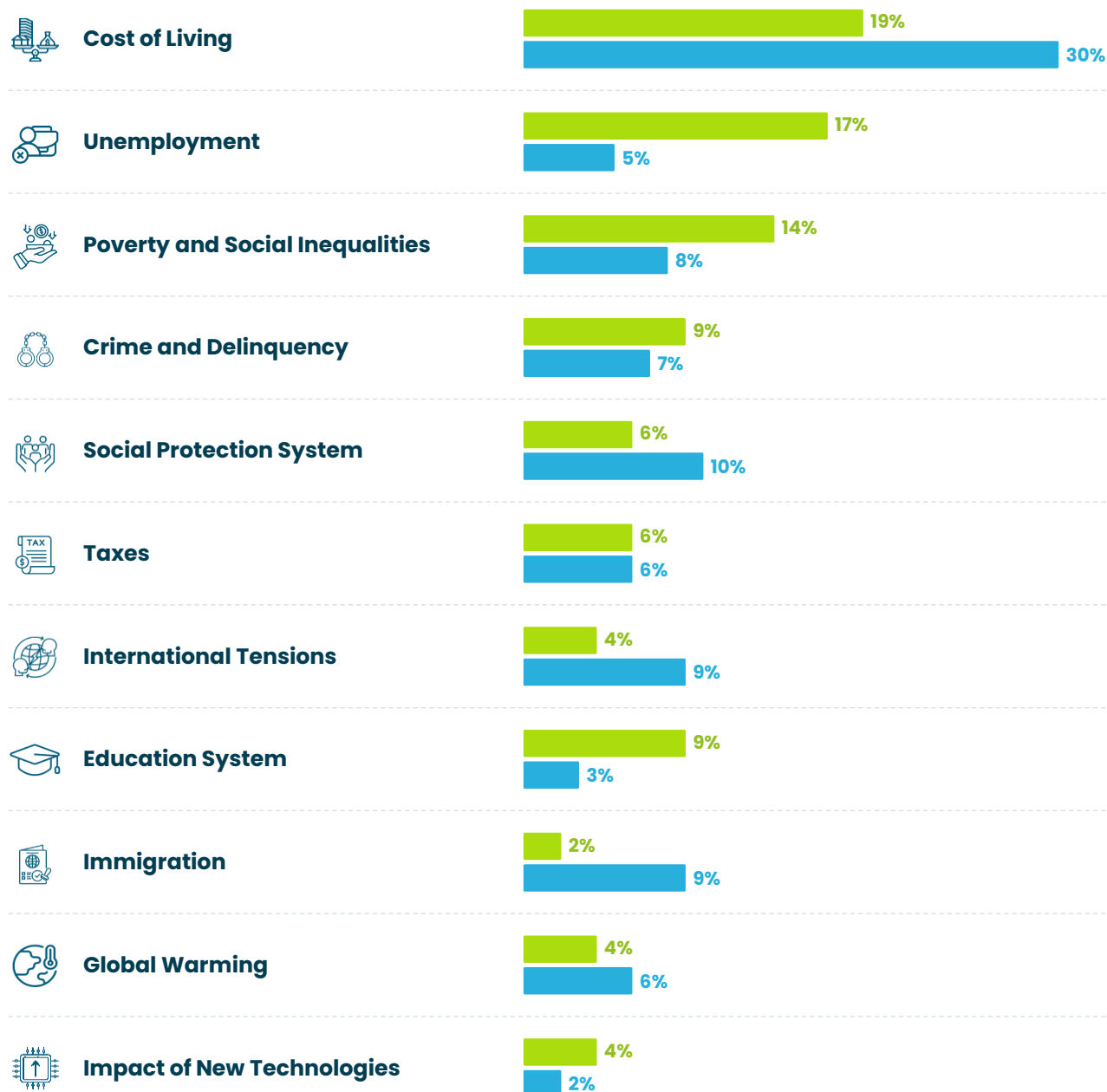
Cost of Living has ranked as the #1 priority all 5 years of FII Priority Compass

TOP GLOBAL PRIORITIES FOR 2026



2026 PRIORITIES: GLOBAL NORTH VS. GLOBAL SOUTH

2026 PRIORITIES: GLOBAL NORTH VS. GLOBAL SOUTH



● Global South ● Global North

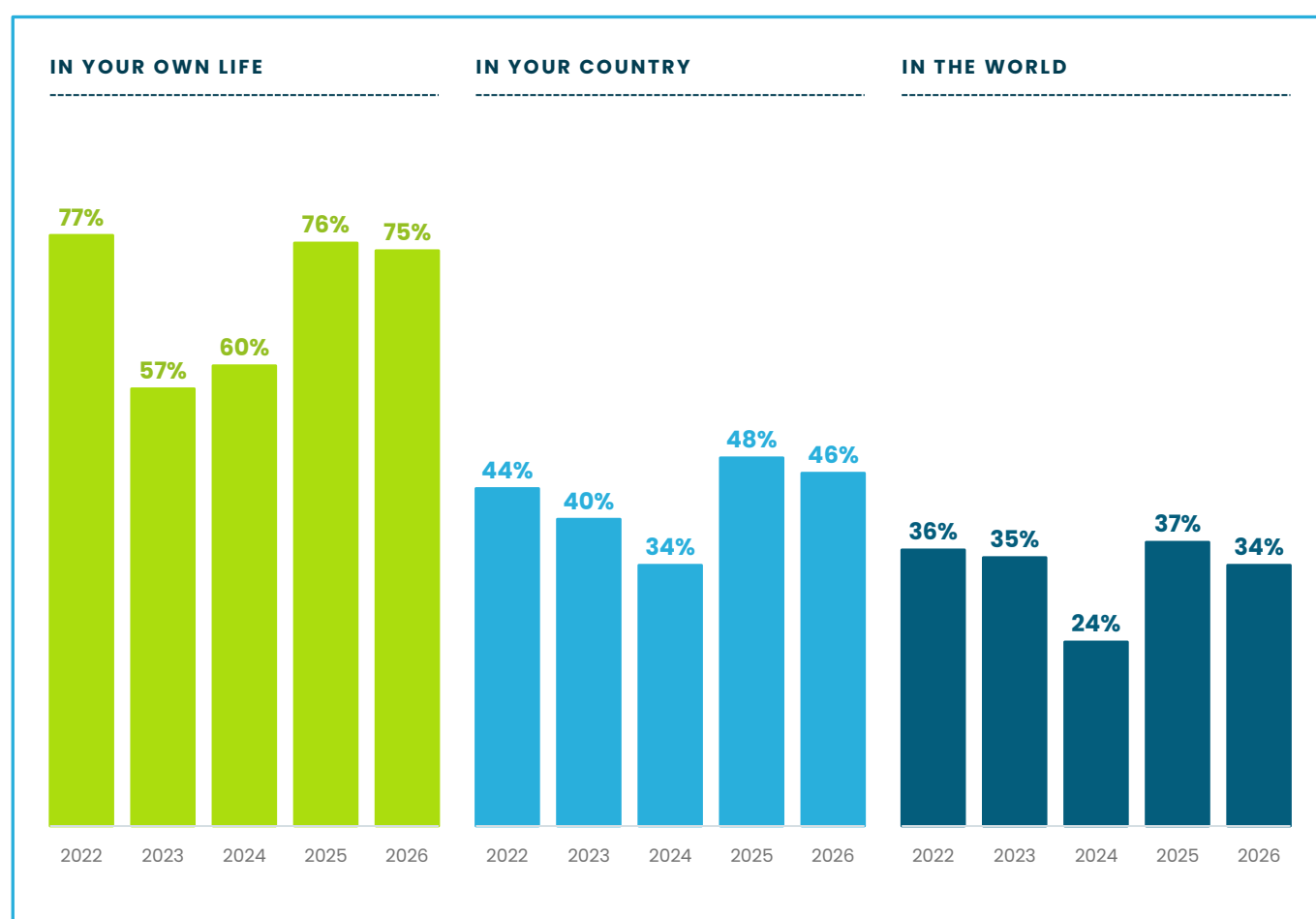
Priorities Differ by Region, but **Cost of Living** Remains the **#1 Priority** for Most Parts of the World

 Cost of living

PRIORITY	#1	#2	#3	#4	#5
Africa	Unemployment	Cost of living	Poverty and social inequalities	Education system	Crime and delinquency
Asia	Cost of living	Poverty and social inequalities	Unemployment	Education system / Social protection system	Taxes
Europe	Cost of living	Social protection system	Immigration	Poverty and social inequalities / Crime and delinquency	International Tensions
MENA	Cost of living	Unemployment	Poverty and social inequalities	Education System	International Tensions
North America	Cost of living	Crime and delinquency	Poverty and social inequalities	Social protection system	International Tensions
South America	Poverty and social inequalities	Crime and delinquency	Cost of Living	Unemployment	Social protection system
Oceania	Cost of living	Poverty and social inequalities	Crime and delinquency	Social protection system	Unemployment

Over the past five years, global citizens believe they are individually heading in the right direction, while their countries and the world are on the wrong track. After a resurgence of optimism in 2025, we see pessimism slowly starting to return at the national & global level.

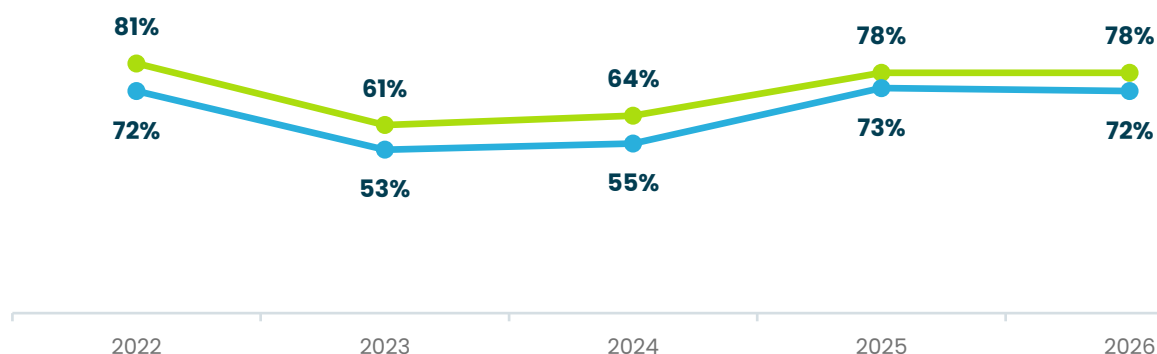
Q: Are things headed in the right direction? (% saying yes)



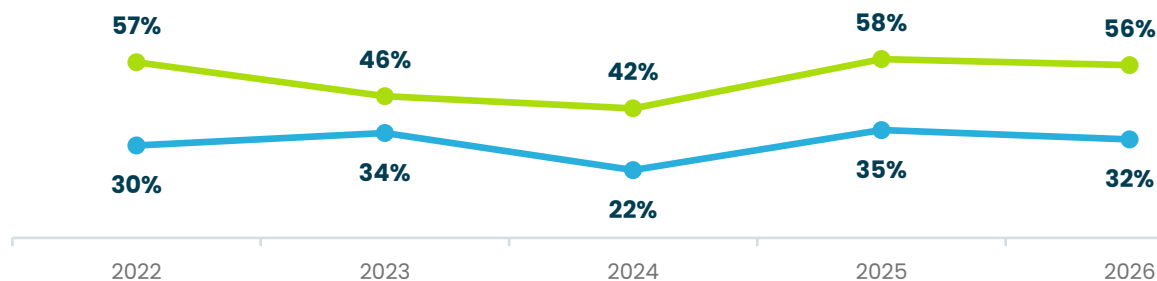
We remain deeply divided in our outlook, with people in the **Global North** much more pessimistic than the **Global South**

Are things headed in the right direction? (% saying yes)

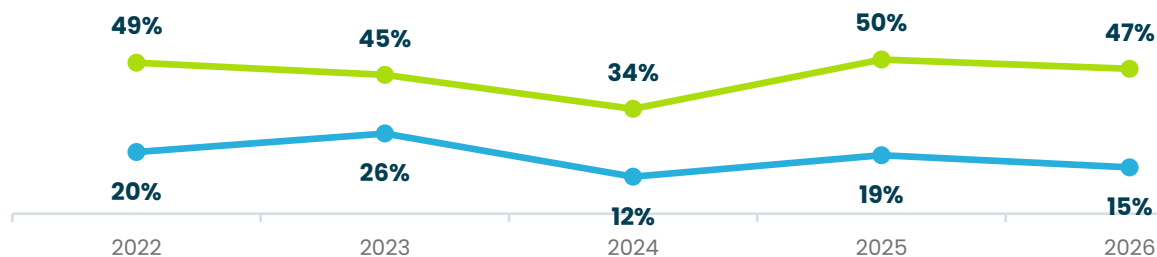
IN YOUR OWN LIFE



IN YOUR OWN COUNTRY



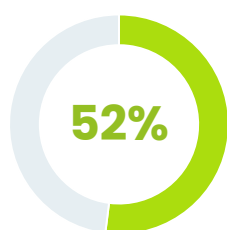
IN THE WORLD



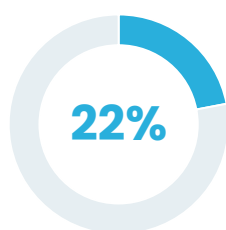
● Global South ● Global North

That perspective carries over to emerging technologies, where the **Global South** is far more **excited** than the **Global North** on AI and Crypto

% willing to pay for AI assistant that takes care of personal schedule and basic emails

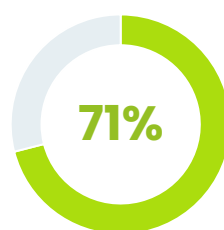


GLOBAL SOUTH

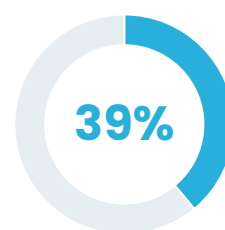


GLOBAL NORTH

% who would pay for AI skills classes

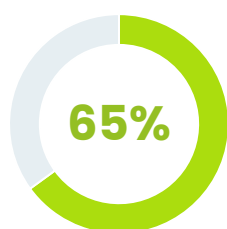


GLOBAL SOUTH

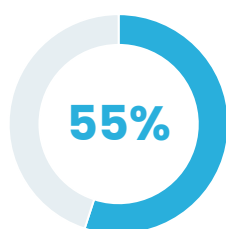


GLOBAL NORTH

% who feel comfortable with robots assisting with home tasks

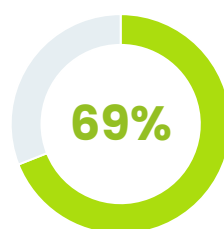


GLOBAL SOUTH

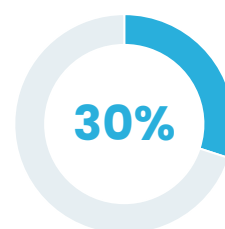


GLOBAL NORTH

% who feel cryptocurrencies are a positive innovation for the global financial system



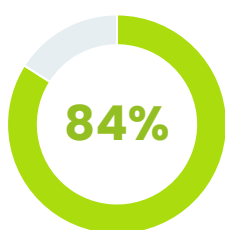
GLOBAL SOUTH



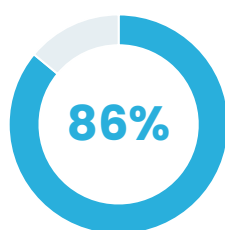
GLOBAL NORTH

Yet humanity issues a **united call to action** for greater regulation and sovereign control over Artificial Intelligence.

There should be a global framework to regulate AI (% agree)

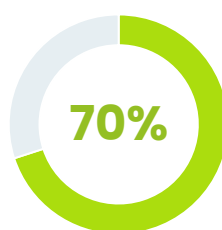


GLOBAL SOUTH

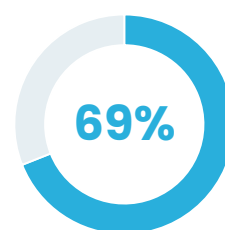


GLOBAL NORTH

Governments should slow down AI development until safety and ethical framework is guaranteed (% agree)

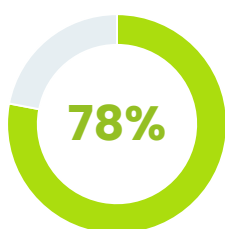


GLOBAL SOUTH

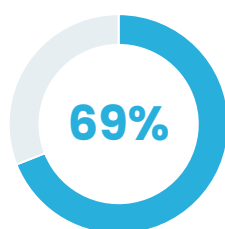


GLOBAL NORTH

My country should develop its own AI technologies instead of relying on global tech companies (% agree)

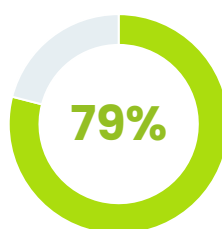


GLOBAL SOUTH

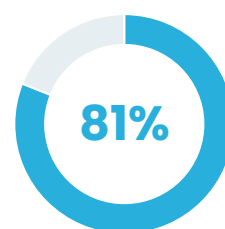


GLOBAL NORTH

AI tools should not be used to make final decisions in hiring, justice or healthcare (% agree)



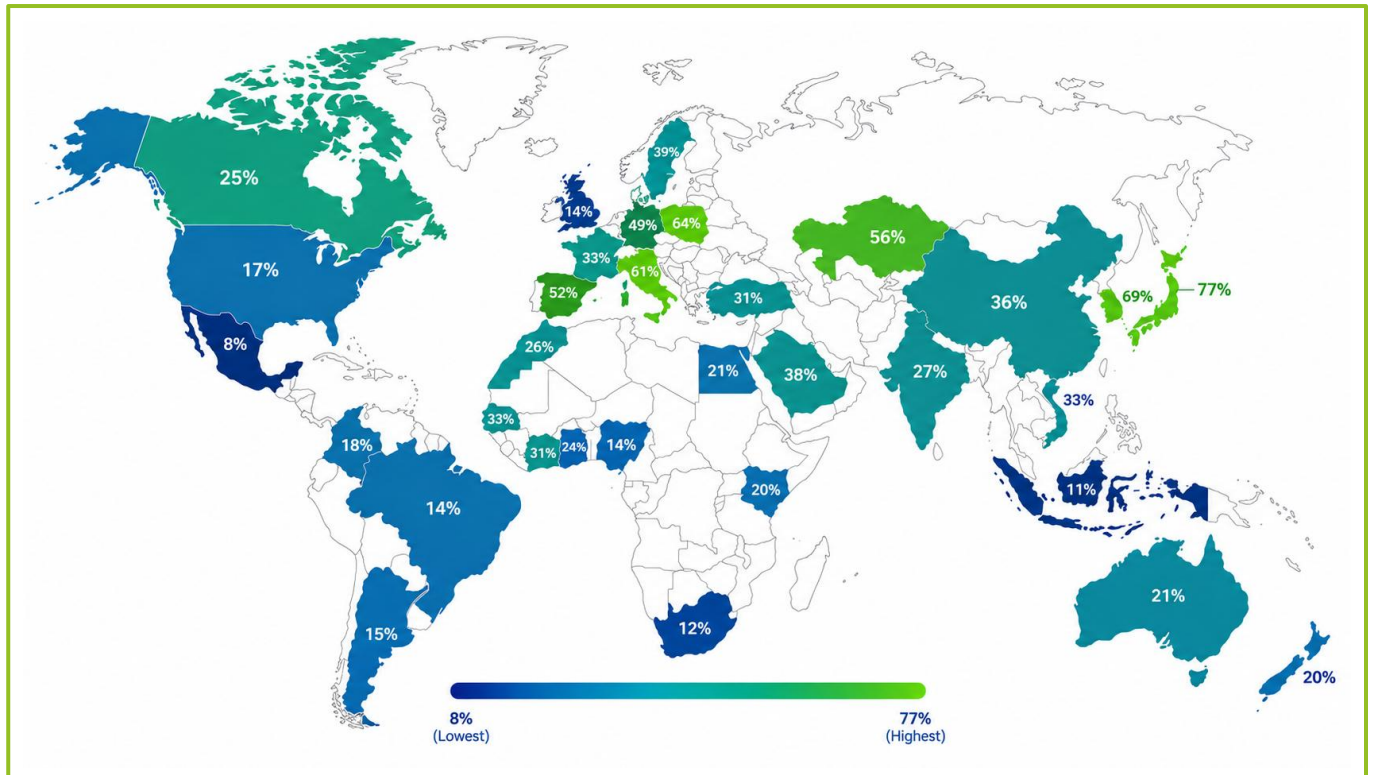
GLOBAL SOUTH



GLOBAL NORTH

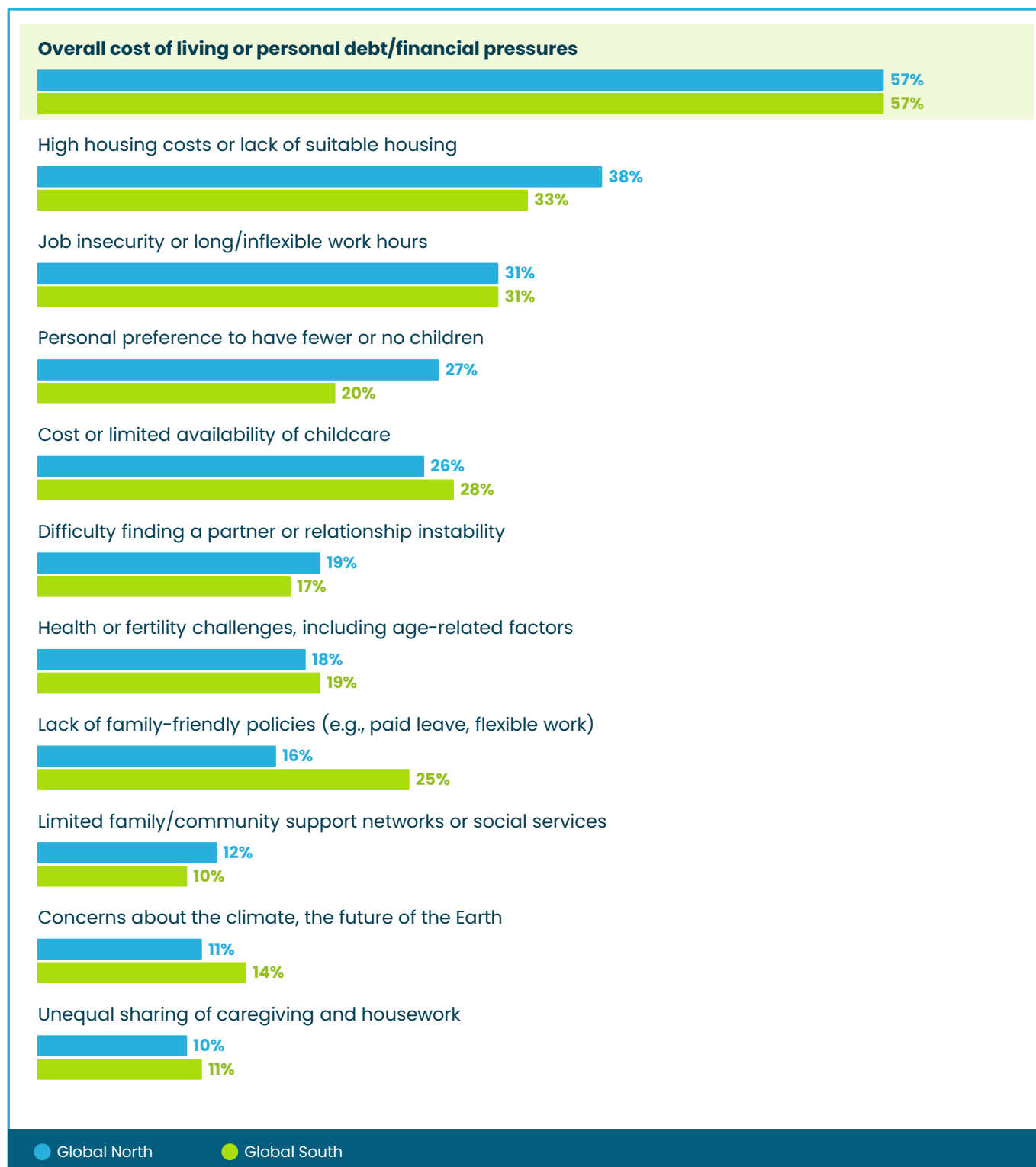
As humanity considers its future – countries' citizens **diverge massively** on whether their nation should have more or fewer children.

Q: Do you wish people in your country had more children? (% yes)



Greatest Threat to Humanity: Cost of Living. Families around the world say cost of living is the top impediment to having more children.

Q: Which factors most limit people's ability to have the number of children they would like?





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FII INSTITUTE Impact
Future Investment Initiative Institute on Humanity

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