

## Press release

**Study by moweb research with the global network IRIS: The ‘Economic Confidence Report’ sets out personal assessments of the economic situation, ranging from the level of individual households to the global perspective.**

### Düsseldorf, 2 September 2026

In collaboration with the global research network IRIS (Independent Research Institutes Network), moweb research conducted the international study ‘Economic Confidence Report’. The survey sought opinions on people’s personal assessment of the national economic situation, their evaluation of their own private household situation, and the level of existential fears on a global scale. Just over 15,000 people were surveyed across 20 countries – in Germany, 1,000 participants were interviewed by moweb research.

### Key findings of the Economic Confidence Report:

- 50 per cent of all those surveyed believe that their country is generally (politically and economically) heading in the wrong direction. In Germany, as many as 60 per cent say the same.
- 51 per cent of people in Germany believe the country is in a recession, caused not least by the current shocks and problems in the global economy. Across all countries, 43 per cent of those surveyed believe their nation is in a recession.
- 91 per cent of respondents across all 20 participating countries are personally at least ‘somewhat’ concerned about the current situation regarding world peace and security. 40 per cent of Germans even answered this question by saying they were ‘very concerned’.
- Globally, 88% report having cut back on at least one area of personal spending due to their current financial situation. Lifestyle items such as clothing, eating out and travel are the hardest hit.
- 55 per cent of Germans say they are finding it harder to make ends meet compared with last year. Across all countries, this figure is as high as 63 per cent.

The study is based on a sample of 14,742 people from 20 countries in Western Europe, Central and Eastern Europe, the Asia-Pacific region and North and Central America. The fieldwork took place in the fourth quarter of 2025. Up to 1,000 people per country were surveyed online, face-to-face or by telephone.

Full report available to download free of charge: [www.mowebresearch.com/en/news](http://www.mowebresearch.com/en/news)

#### address

moweb research gmbh  
mertensgasse 12, 40213 düsseldorf

#### contact

t +49 211 8282800, f +49 211 8285429  
info@mo-web.net, www.mo-web.net

#### business details

düsseldorf, germany – hrb 49478  
tax: 103/5747/1589 – vat: de234734922

#### managing directors

oscar ryan gibson  
herbert ernest höckel



## About moweb research

Since 2004, moweb research has been conducting online market research for its clients, shaping the industry with a wide range of digital methods and offering B2C and B2B panels worldwide. Around 40 staff members work at the company's office in Düsseldorf, providing panellists to businesses of all sizes and across all sectors.

Since May 2025, moweb research has been a member of the IRIS network.

## About IRIS

IRIS, founded in 1986 and based in Grevelingen, the Netherlands, is one of the largest networks of independent research agencies, with offices around the world. It enables its members to conduct better research into international markets, consumers, businesses and societies. IRIS combines global reach with local expertise for quantitative and qualitative surveys, both online and offline. [www.irisnetwork.org](http://www.irisnetwork.org)

---

## Contact person for enquiries

Marco Kessler | Press Officer | [m.kessler@mo-web.net](mailto:m.kessler@mo-web.net) | 0221 66 95 85 19

## moweb research GmbH

Mertensgasse 12 | 40213 Düsseldorf | [info@mo-web.net](mailto:info@mo-web.net) | 0211 828 28 00  
[www.mowebresearch.com](http://www.mowebresearch.com)

### address

moweb research gmbh  
mertensgasse 12, 40213 düsseldorf

### contact

t +49 211 8282800, f +49 211 8285429  
[info@mo-web.net](mailto:info@mo-web.net), [www.mo-web.net](http://www.mo-web.net)

### business details

düsseldorf, germany – hrb 49478  
tax: 103/5747/1589 – vat: de234734922

### managing directors

oscar ryan gibson  
herbert ernest höckel