IPSOS B&A CONSUMER CONFIDENCE

March 2025

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INTRODUCTION

Introduction

1

This report presents the findings of Ipsos B&A's latest Consumer Confidence Barometer, covering March 2025.

2

Survey results are based on a sample of 1,073 adults aged 16+, quota controlled in terms of age, gender, socio-economic class, and region to reflect the profile of the adult population of the Republic of Ireland.

3

All interviewing was conducted via Ipsos B&A's Acumen Online Barometer.

4

Fieldwork on the latest wave was conducted from the 7th – 20th March 2025.

About Ipsos B&A

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KEY HIGHLIGHTS

The backdrop of Trump's tariffs weighs heavily on our mood.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 7th – 20th March 2025.

Consumer confidence has remained stagnant in March, with a net rating of -39 (those feeling downbeat versus those feeling more upbeat). More than half (55%) anticipate that the country to be worse off in the year ahead, with 16% expecting the country to improve in the coming year. Dubliners continue to be most upbeat. However, the net result is that overall sentiment remains deeply anchored in negative territory. Confidence is lowest among females, the oldest age cohort (those aged 55+), and those living outside of Dublin. This is the first time in nearly three years that the generational divide has swung negatively among the eldest cohort.

The proportion of households who claim to be "coping" with the cost-of-living crisis remained relatively steady - 67% are managing vs. 69% in February. One in five (19%) state they are facing difficulties.

More than 2 in 5 (42%) expect to save less in the coming year, with just one in four (24%) being upbeat in their savings intentions. In addition, 44% think they will spend less over the next 12 months, with 16% thinking that they will purchase more goods and services.

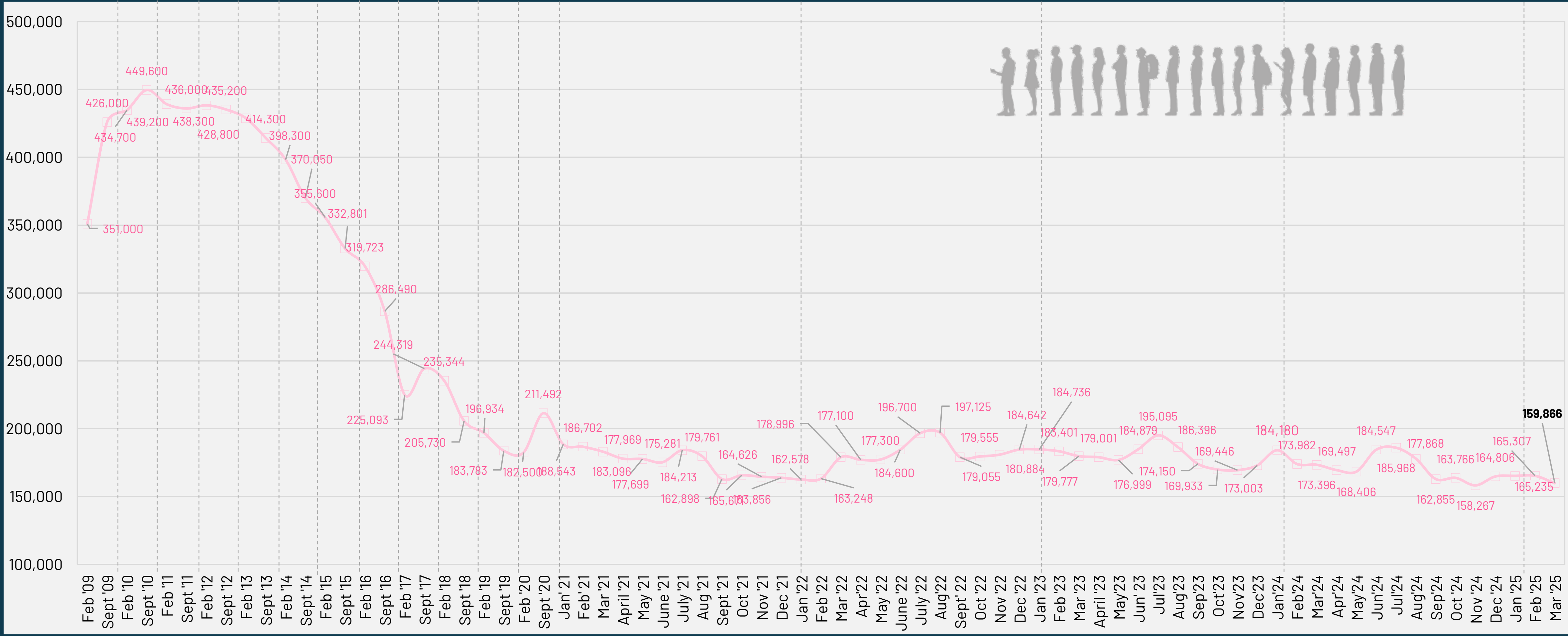
While the population are notably cautious this month, there is still a belief among many that their net worth (in terms of the value of their personal assets) will grow over the next year - 37% believe their assets overall will increase, with just one in five (22%) adopting a more negative outlook. However, reflecting other indicators, sentiment has retreated in March in terms of perceived asset growth over the next 12 months; while we remain in positive territory, there has been a sharp decrease this month.

MACRO CONTEXT

The economy rebounded strongly in Qtr 4 2024 in terms of GDP (up 3.6%), driven by the globalised sectors of the economy – it is at its highest level seen so far. GNP has slipped back however (down 3.4%).

Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register total stood at 159,866 in March 2025, a decrease of 13,530 (-7.8%) from March 2024



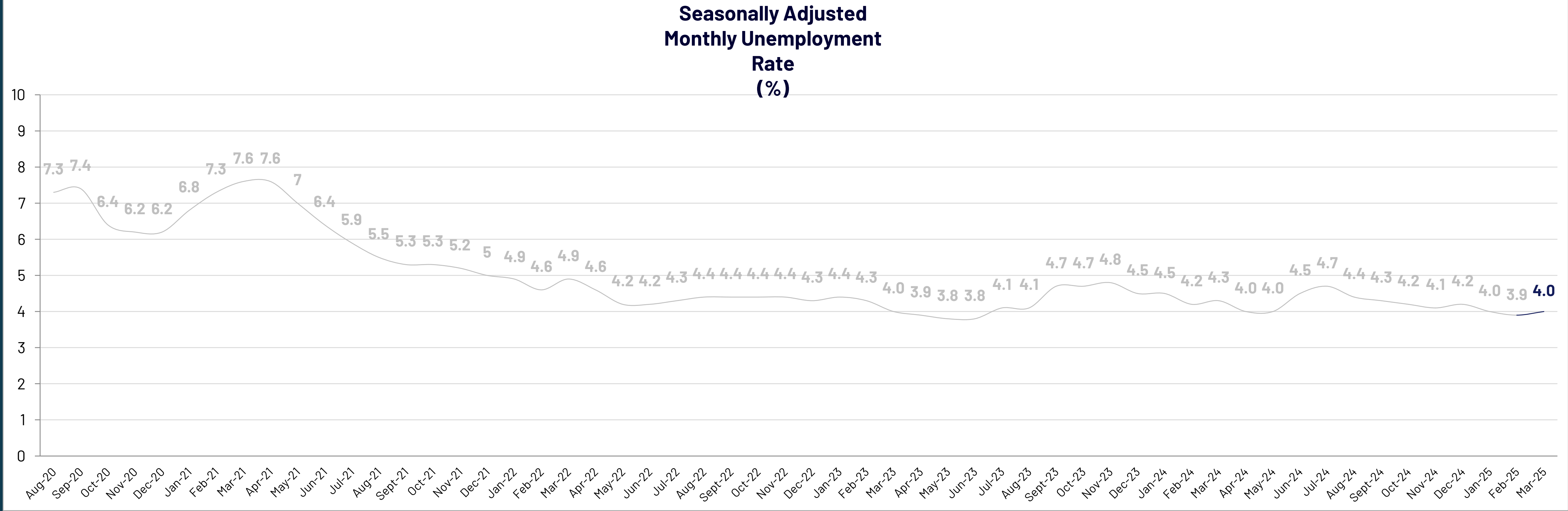
**The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.*
Note: Based on unadjusted data.

Source: www.CSO.ie Quarterly National Accounts

The Seasonally Adjusted Monthly Unemployment Rate in March has crept up to 4.0%, although it is still close to full employment.

Seasonally Adjusted Monthly Unemployment Rate

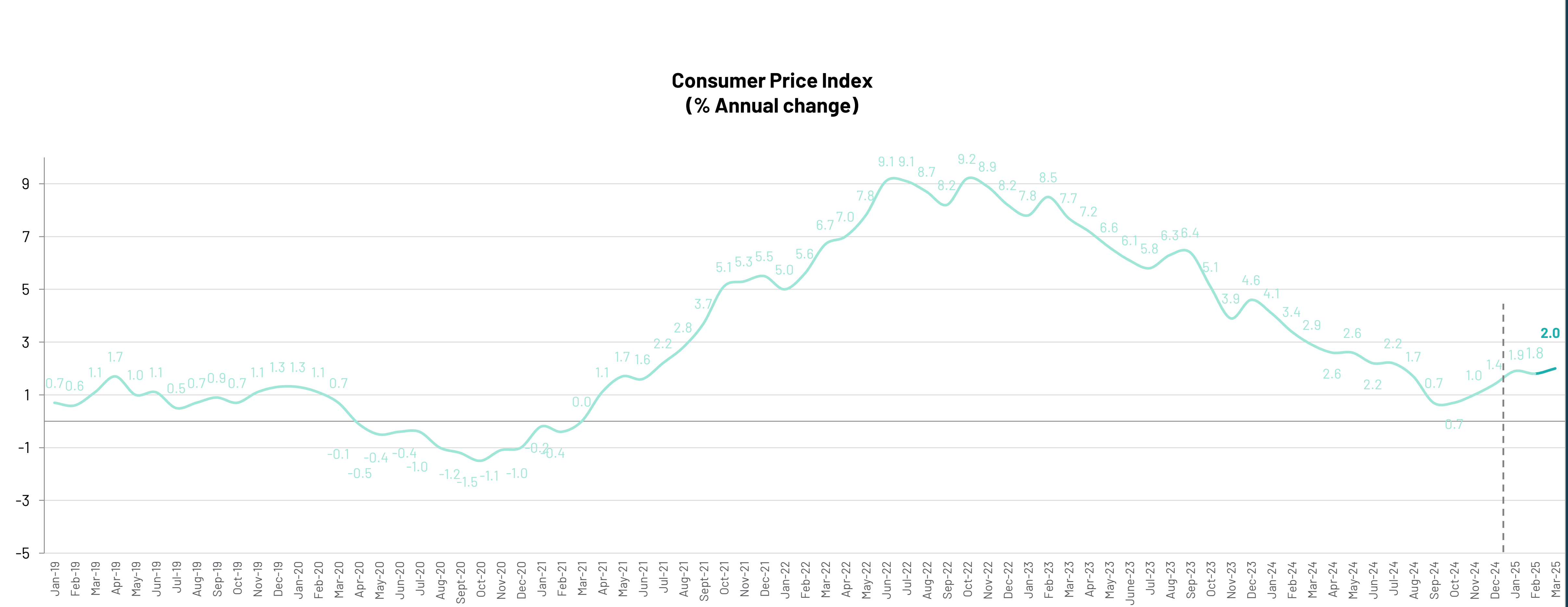
Forecasted figures are subject to revision.



Source: www.CSO.ie Seasonally Adjusted Monthly Unemployment Rate

Furthermore, inflation inched upward to 2.0% in March, yet it is still below the levels witnessed during the same period last year. This is the first time that inflation has been at, or above, 2.0% since July 2024.

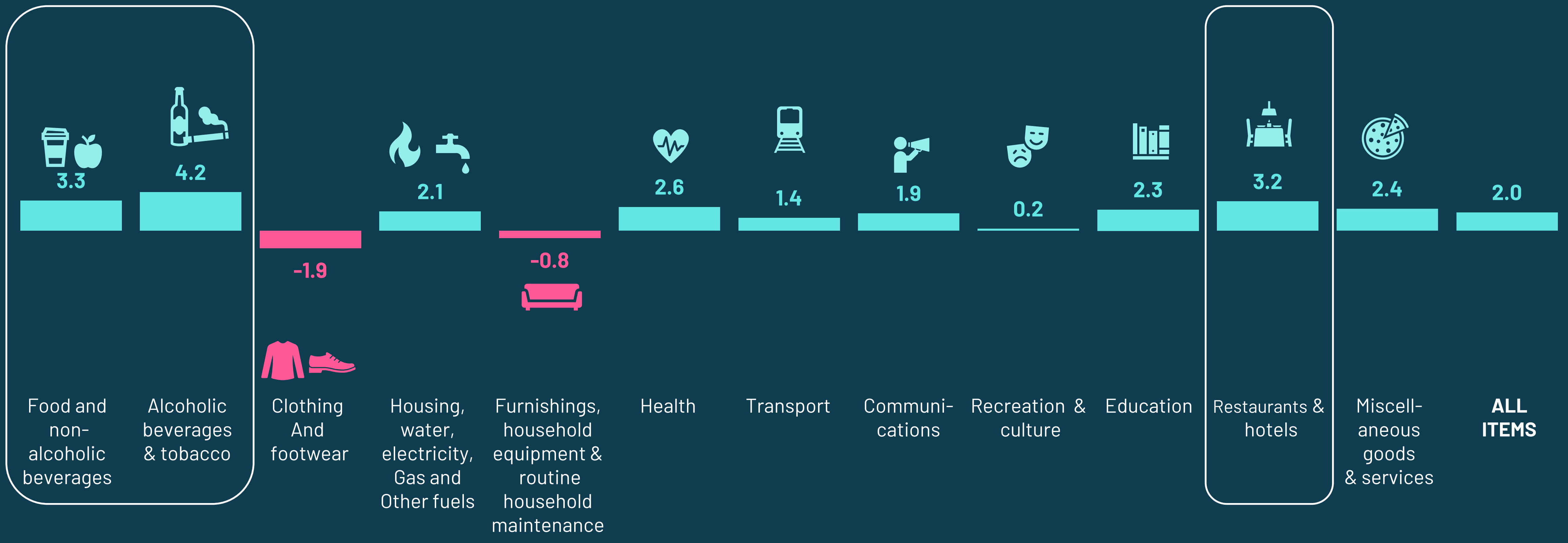
Consumer Price Index (% Annual change)



Source: www.CSO.ie Consumer Price Index (% Annual change)

Inflation is highest within Alcoholic Beverages & Tobacco (+4.2%), Food & Non-Alcoholic Beverages (+3.3%), and Hospitality (+3.2%) sectors. Clothing and footwear (-1.9%) remain in negative territory, as do household furnishings (-0.8%).

Consumer Price Index by Sector (% Annual change)



Inflation has been climbing from a low point of 0.7% in October of last year.


THE IRISH TIMES

Why is Ireland the second most expensive place in Europe? These are 10 key areas where we pay more

Several recent studies have reinforced how expensive Ireland is in global rankings. Here are 10 key areas where we pay well above average

I asked for a pint, not penury. Photograph: iStock

Conor Pope

Mon Mar 17 2025 - 06:00


THE IRISH TIMES

Third of households with single adult and children went into debt to meet ordinary living costs last year

CSO says 54 per cent found basic cost of housing to be a 'heavy burden'

About 54 per cent of households found the basic cost of housing to be a 'heavy burden', says CSO. Photograph: iStock

Emmet Malone

Tue Mar 11 2025 - 13:55


THE IRISH TIMES

Grocery prices in Irish supermarkets on the way up again, new figures show

Households shopping bills have now risen by well over 20% when compared with late 2021, says Kantar Worldpanel

Grocery prices have started to climb again despite optimism last year that the cost of living crisis was coming to an end.

Conor Pope

Mon Mar 10 2025 - 12:18


THE IRISH TIMES

New supports needed as energy bills set to rise further, officials warn

Official source notes 10% and 24% of electricity and gas customers respectively in arrears

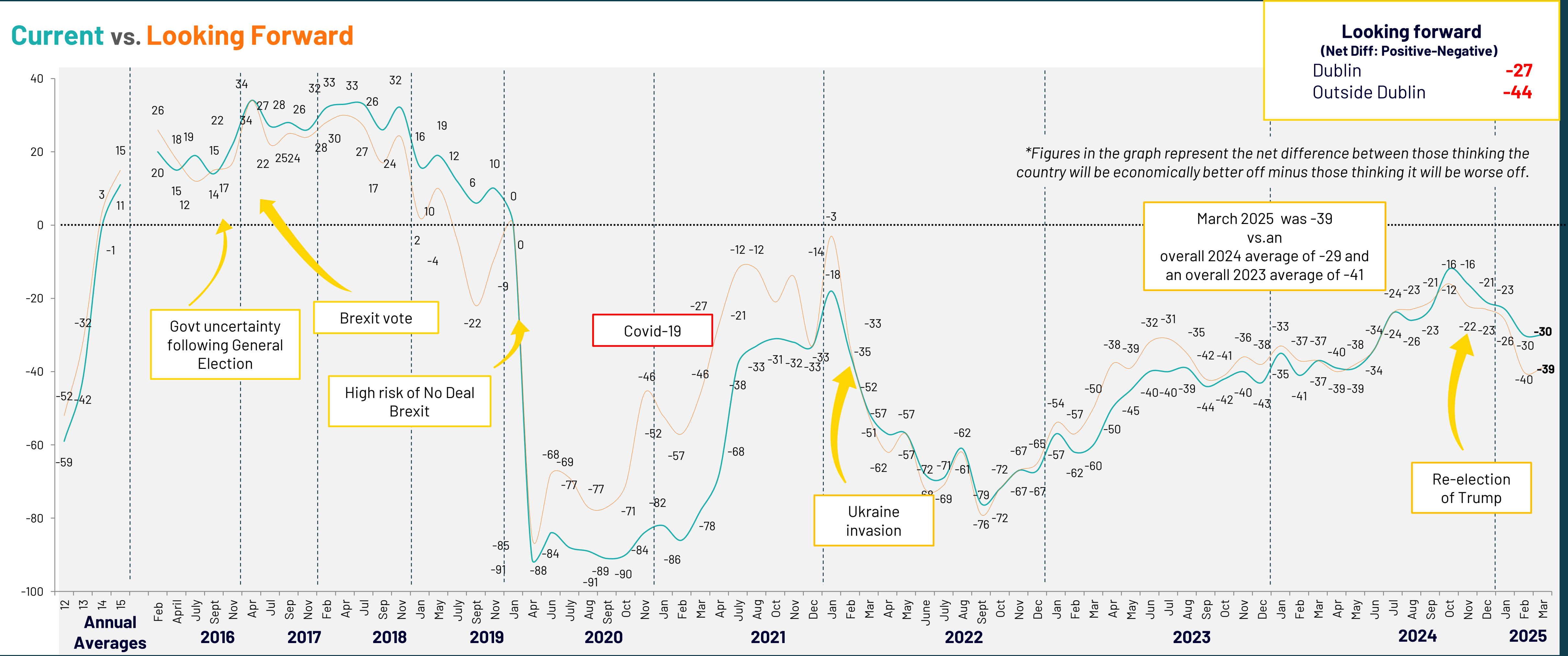
About 230,000 electricity customers and 162,000 gas customers are in arrears. Photograph: Bryan O'Brien/The Irish Times

Kevin O'Sullivan

Thu Mar 06 2025 - 06:00

CONSUMER CONFIDENCE FINDINGS

Consumer confidence remains in the doldrums in March and reflects the uncertainty over the global economy.



Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Source: Ipsos B&A Consumer Confidence Report

Those most downbeat about the year ahead consistently tend to be female, C2DEs and those living outside of Dublin. The oldest age cohort is most pessimistic for the first time in nearly three years (June 2022).

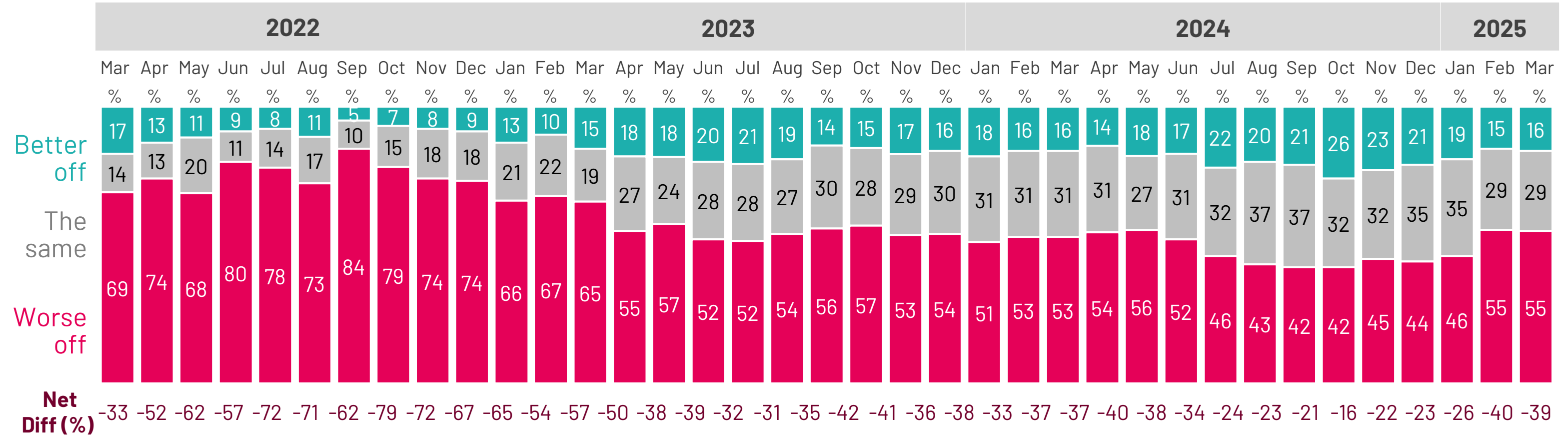
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
	-39	-30	-48	-24	-41	-50	-36	-43	-27	-44	-42	-29
Feb'25	-40%	-33%	-47%	-35%	-45%	-39%	-35%	-46%	-31%	-44%	-43%	-32%
Jan'25	-26%	-7%	-38%	-21%	-34%	-21%	-23%	-30%	-15%	-31%	-29%	-16%
Dec'24	-23%	-15%	-31%	-26%	-22%	-22%	-18%	-29%	-11%	-28%	-23%	-23%
Nov'24	-22%	-11%	-33%	-23%	-24%	-19%	-18%	-27%	-9%	-28%	-25%	-14%
Oct'24	-16%	-7%	-24%	-4%	-24%	-17%	-8%	-24%	0	-22%	-14%	-23%
Sep'24	-21%	-9%	-33%	-19%	-30%	-14%	-15%	-28%	-15%	-24%	-21%	-22%
Aug'24	-23%	-10%	-35%	-15%	-32%	-21%	-17%	-30%	-11%	-28%	-24%	-21%
Jul'24	-24%	-8%	-39%	-24%	-30%	-17%	-16%	-33%	-12%	-29%	-24%	-24%
Jun'24	-34%	-23%	-46%	-39%	-38%	-26%	-30%	-39%	-26%	-38%	-34%	-35%
May'24	-38%	-30%	-46%	-31%	-50%	-32%	-35%	-41%	-27%	-42%	-37%	-42%
Apr'24	-40%	-24%	-55%	-35%	-50%	-33%	-34%	-46%	-30%	-44%	-39%	-41%
Mar'24	-37%	-28%	-45%	-37%	-41%	-32%	-29%	-45%	-25%	-42%	-37%	-36%
Feb'24	-37%	-29%	-46%	-33%	-46%	-33%	-31%	-44%	-28%	-41%	-37%	-42%
Jan'24	-33%	-21%	-44%	-17%	-40%	-38%	-22%	-44%	-23%	-37%	-33%	-30%
Dec'23	-38%	-28%	-48%	-27%	-46%	-40%	-33%	-44%	-26%	-43%	-39%	-37%
Nov'23	-36%	-26%	-46%	-27%	-46%	-34%	-28%	-45%	-23%	-42%	-37%	-33%
Oct'23	-41%	-33%	-50%	-42%	-46%	-36%	-39%	-44%	-29%	-46%	-43%	-33%
Sep'23	-42%	-28%	-55%	-40%	-50%	-34%	-38%	-45%	-32%	-46%	-41%	-45%
Aug'23	-35%	-23%	-46%	-20%	-46%	-35%	-24%	-47%	-25%	-39%	-35%	-32%
Jul'23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
Jun'23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
May'23	-39%	-22%	-54%	-38%	-52%	-25%	-33%	-45%	-34%	-41%	-38%	-41%
Apr '23	-38%	-23%	-52%	-30%	-43%	-39%	-34%	-42%	-26%	-43%	-38%	-36%
Mar '23	-50%	-38%	-62%	-44%	-58%	-47%	-47%	-54%	-43%	-53%	-51%	-41%
Feb '23	-57%	-51%	-63%	-57%	-60%	-55%	-51%	-63%	-50%	-60%	-58%	-50%
Jan '23	-54%	-44%	-62%	-48%	-56%	-56%	-50%	-57%	-41%	-59%	-55%	-44%
Dec '22	-65%	-61%	-69%	-65%	-65%	-65%	-62%	-68%	-57%	-68%	-66%	-55%
Nov '22	-67%	-61%	-72%	-56%	-75%	-67%	-68%	-66%	-64%	-68%	-68%	-58%
Oct '22	-72%	-67%	-77%	-65%	-73%	-78%	-72%	-72%	-68%	-74%	-73%	-67%
Sept '22	-79%	-73%	-85%	-74%	-82%	-80%	-80%	-78%	-72%	-82%	-81%	-64%
Aug '22	-62%	-56%	-69%	-54%	-69%	-63%	-61%	-64%	-53%	-66%	-64%	-53%
Jul '22	-71%	-65%	-77%	-59%	-77%	-75%	-73%	-68%	-62%	-74%	-72%	-63%
Jun '22	-72%	-67%	-77%	-59%	-74%	-80%	-69%	-75%	-63%	-75%	-73%	-60%

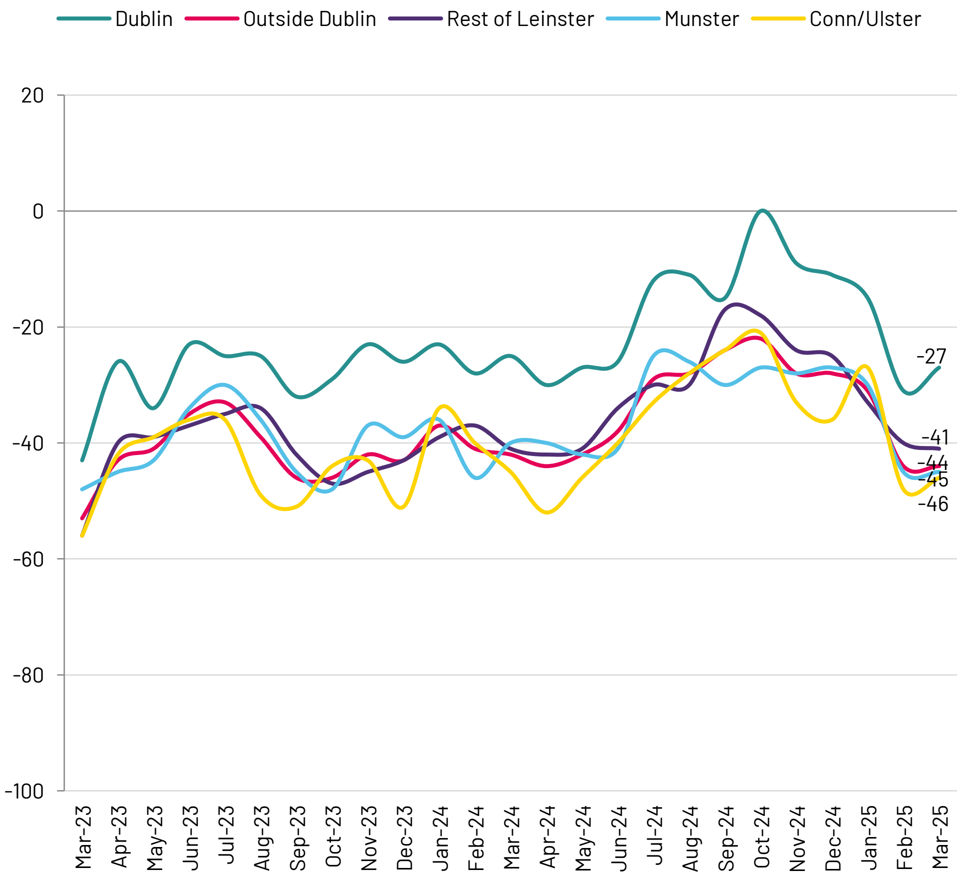
Base: All Adults 16+

Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Similar to February, more than half believe that the nation will be worse off over the year ahead. Overall sentiment remains anchored in negative territory and given the threatened trade war, may well disimprove. Confidence has improved in Dublin.

	Looking Forward '22											Looking Forward '23												Looking Forward '24												LF'25		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dev	Jan	Feb	Mar
Dublin	-23	-43	-59	-47	-63	-62	-53	-72	-68	-64	-57	-41	-50	-43	-26	-34	-23	-25	-25	-32	-29	-23	-26	-23	-28	-25	-30	-27	-26	-12	-11	-15	0	-9	-11	-15	-31	-27
Outside Dublin	-37	-56	-63	-61	-75	-74	-66	-82	-74	-68	-68	-59	-60	-53	-43	-41	-35	-33	-39	-46	-46	-42	-43	-37	-41	-42	-44	-42	-38	-29	-28	-24	-22	-28	-28	-31	-44	-44





2022									
Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-52	-62	-57	-72	-71	-62	-79	-72	-67	-65

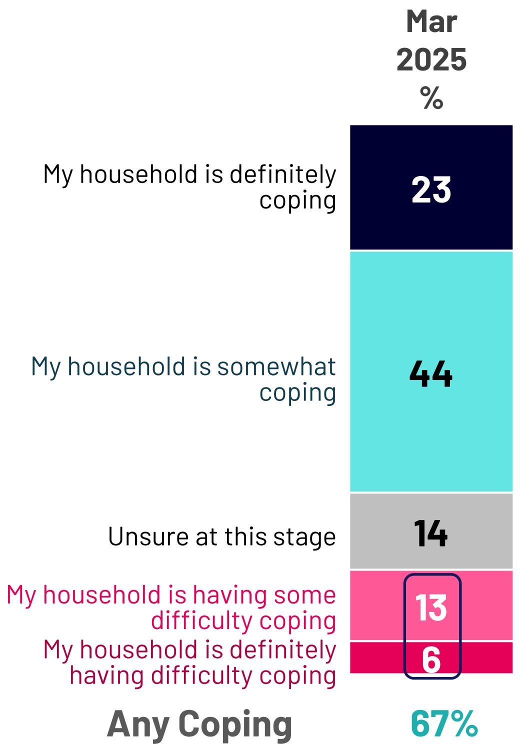
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38

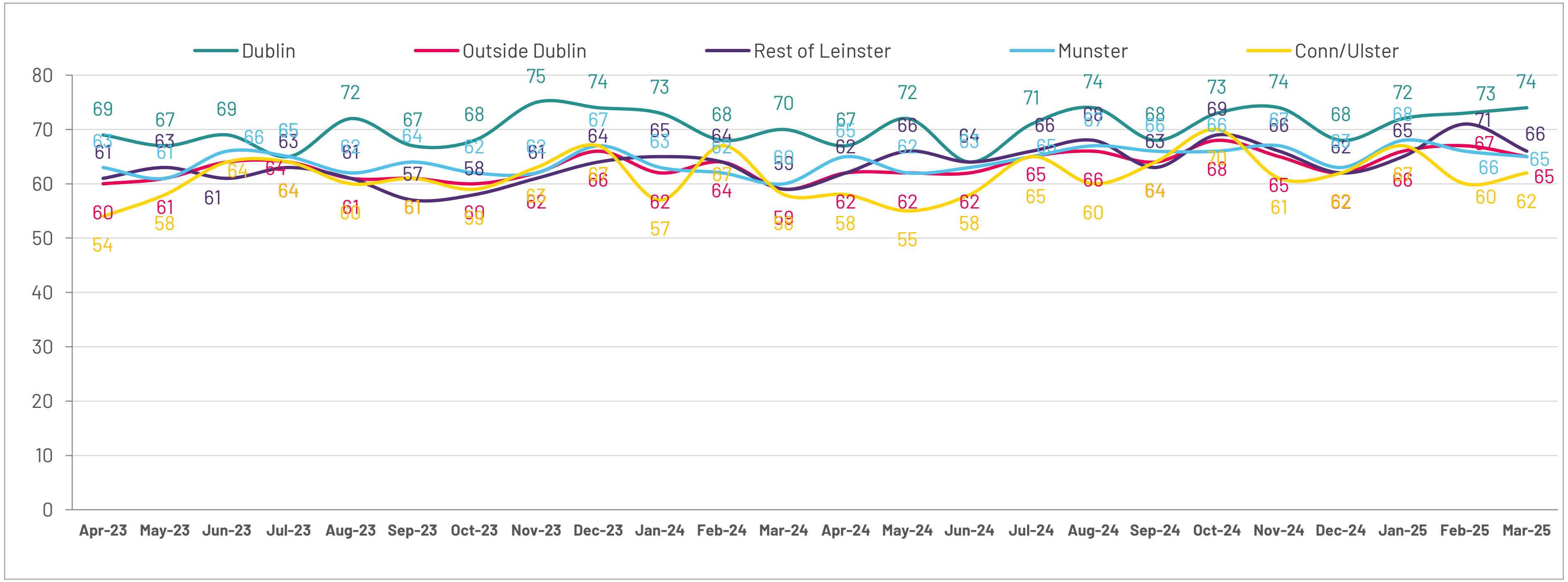
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-33	-37	-37	-40	-38	-34	-24	-23	-21	-16	-22	-23

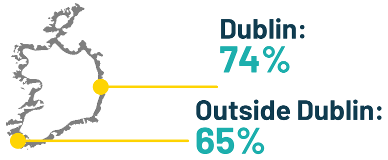
2025		
Jan	Feb	Mar
-26	-40	-39

Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Two in three consumers remain resilient, stating that their households are coping with rising prices. As with previous months, around one in five are struggling.





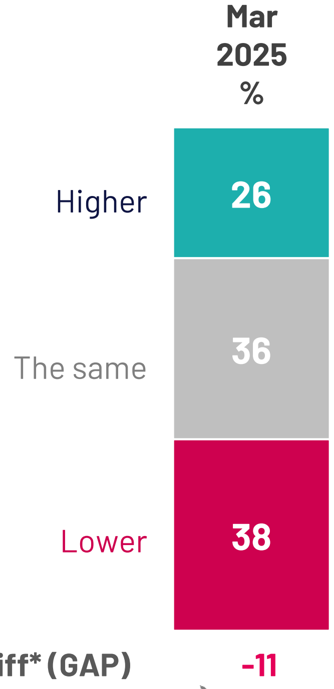


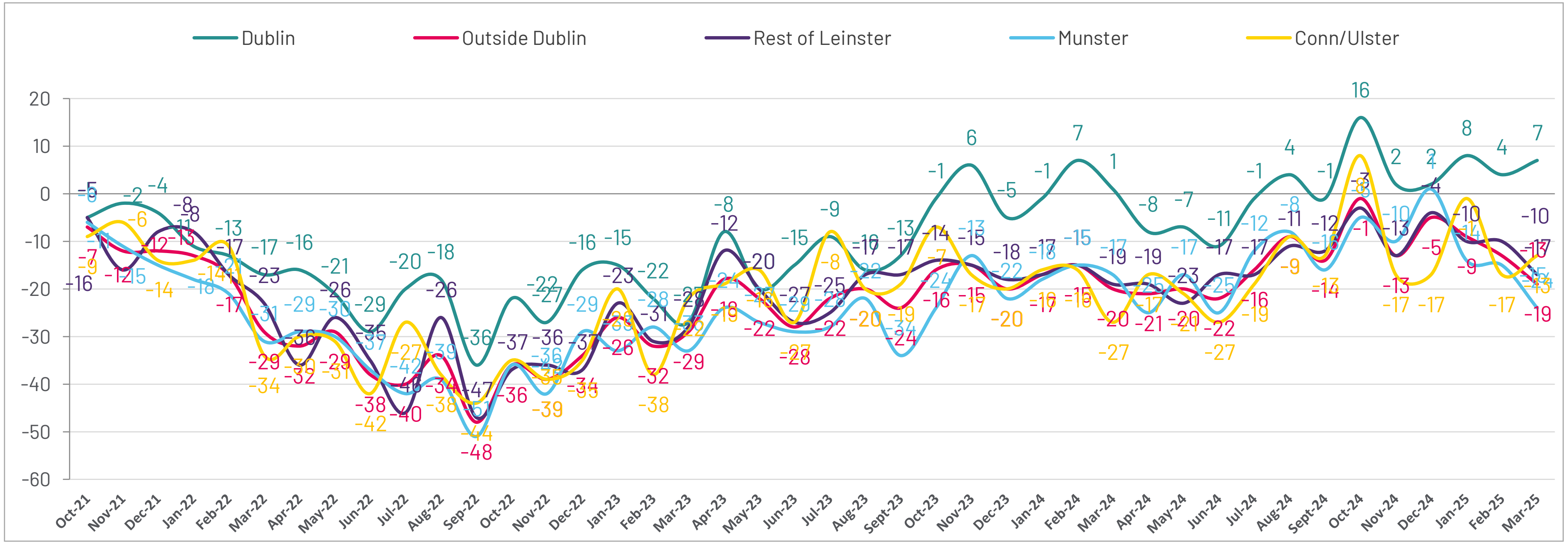
The proportion of Dubliners who are "coping" with the cost-of-living crisis remains higher than the rest of the country – 3 in 4 (74%) of those living in the capital state they are comfortable to some extent, with one in three (30%) of them claiming they are "definitely" coping – significantly higher than the rest of the country.

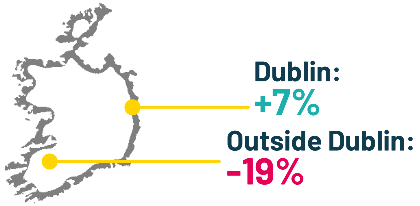
	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25
ANY Coping (%)	60	63	63	65	64	64	62	62	66	68	65	65	62	64	65	63	67	68	65	69	67	64	68	69	67

Q.8a To what extent can your household cope with such rising prices, or not?

One in four feel their disposable income will improve in the coming year, but nearly two in five (38%) expect a decline. The net gap between lower and higher expectations is at a nine-month high.







* Differences due to rounding

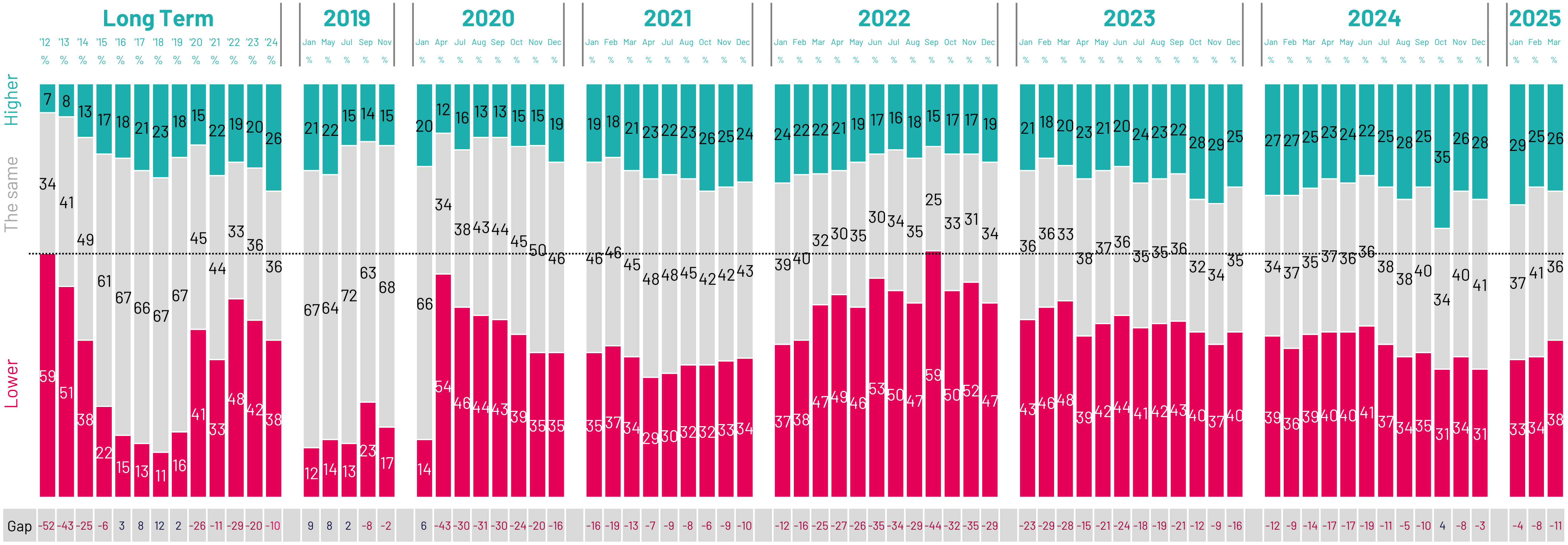
Those living outside of Dublin are significantly more pessimistic.

	2021							2022												2023												2024												2025		
	Mar	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Gap (%)	-13	-7	-9	-8	-6	-9	-10	-12	-16	-25	-27	-26	-35	-34	-29	-44	-32	-35	-29	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-9	-16	-12	-9	-14	-17	-17	-19	-11	-5	-10	+4	-8	-3	-4	-8	-11

Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Income Projections – Looking Forward YOY

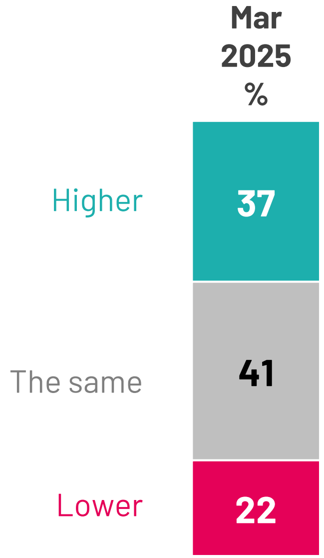
Expect it to be...



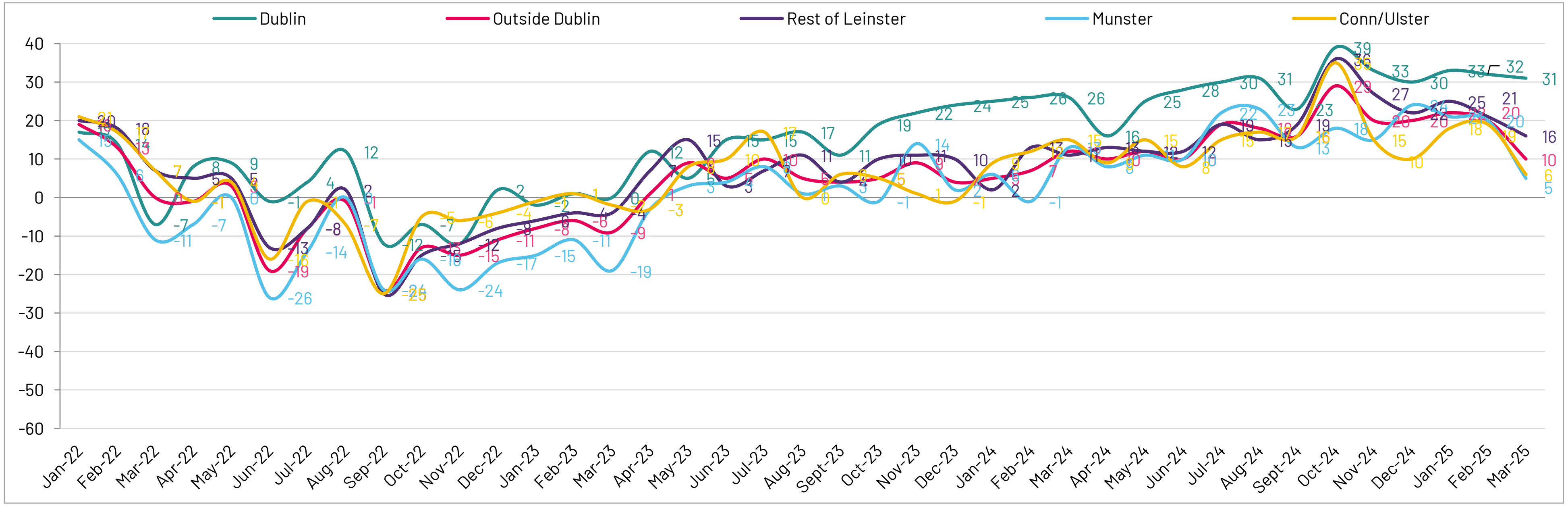
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Reflecting other indicators, sentiment has retreated in March in terms of perceived asset growth over the next 12 months; while we remain in positive territory, there has been a sharp decrease this month.

Base: All Adults 16+



Net Diff* (GAP) **+16%**



Dublin: +31%

Outside Dublin: +10%

Dubliners continue to have the highest net positive outlook for the value of personal assets. All regions expect their asset value to improve.

* Differences due to rounding

	2021								
	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec
Gap (%)	0	-4	+7	+11	+20	+22	+21	+19	+16

	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+18	+13	-2	+2	+4	-14	-5	+3	-21	-11	-14	-7

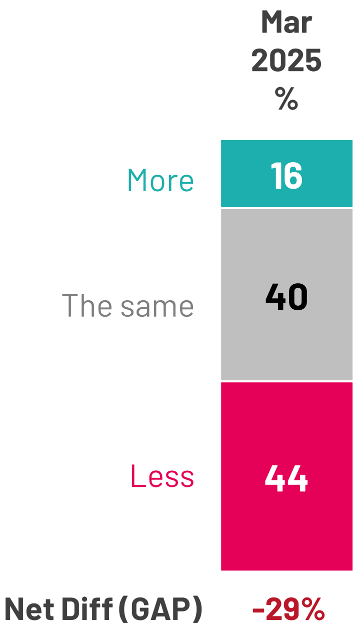
	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10

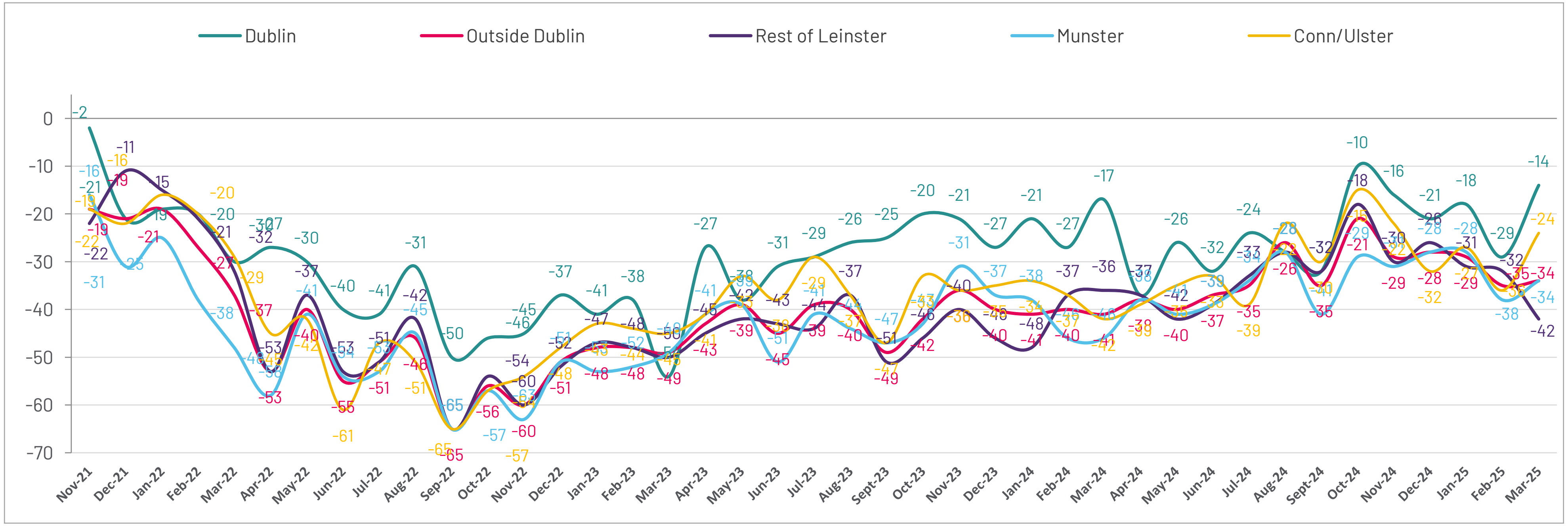
	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+11	+13	+16	+12	+16	+16	+22	+22	+18	+32	+24	+22

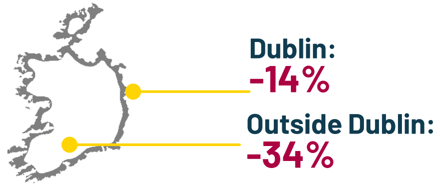
	2025		
	Jan	Feb	Mar
Gap (%)	+25	+24	+16

Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Future spending intentions remain relatively stable. One in six (16%) believe they will spend more with a further 40% believing they will spend the same. Over two in five (44%) plan to spend less.







Spending intentions remain lower among those living outside of Dublin. Apart from Leinster, all regions have registered improvements in intended spending in March, most notably in the capital and Conn/Ulster(+14 and +12, respectively).

2021	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec
Gap (%)	-29	-22	-11	-2	-11	-13	-14	-14	-21

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-19	-25	-35	-45	-37	-51	-48	-42	-61	-53	-55	-47

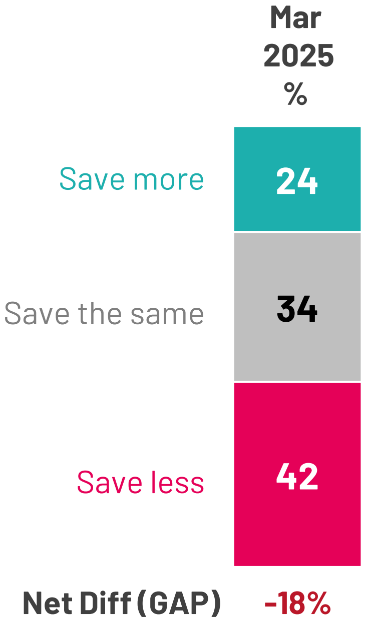
2023	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-46	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36

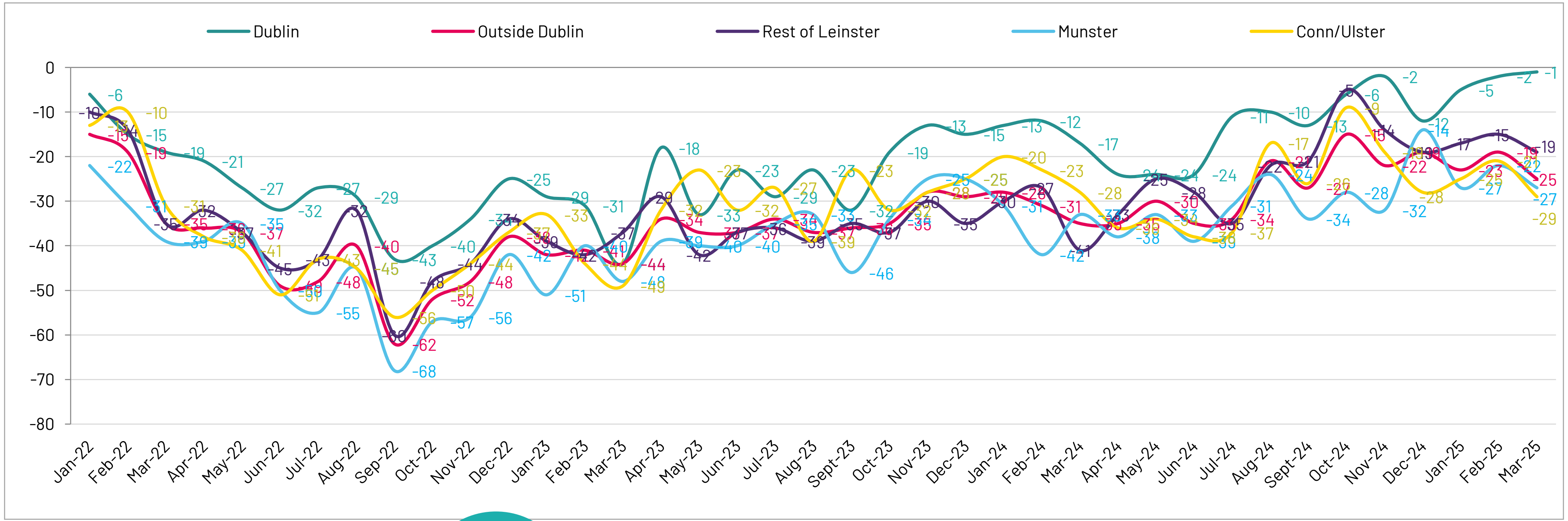
2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-35	-37	-34	-38	-36	-36	-32	-27	-34	-18	-25	-26

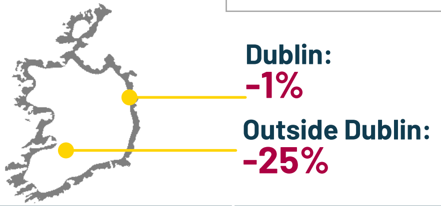
2025	Jan	Feb	Mar
Gap (%)	-26	-33	-29

Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Over two in five (42%) expect to save less in the next twelve months, with just a quarter of the population (24%) thinking they will save more.







Those who live outside of Dublin (45%), C2DEs (48%), and those aged 55+ (53%) have lower saving intentions

	2021								
	Jan	Feb	Mar	Apr	Jul	Aug	Oct	Nov	Dec
Gap (%)	-7	-13	-11	-10	-10	-8	-10	-12	-12

	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-12	-18	-31	-32	-34	-44	-42	-37	-56	-48	-44	-34

	2023											
	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-38	-39	-44	-29	-36	-33	-32	-33	-35	-30	-23	-25

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-24	-26	-30	-32	-29	-32	-27	-18	-23	-12	-16	-17

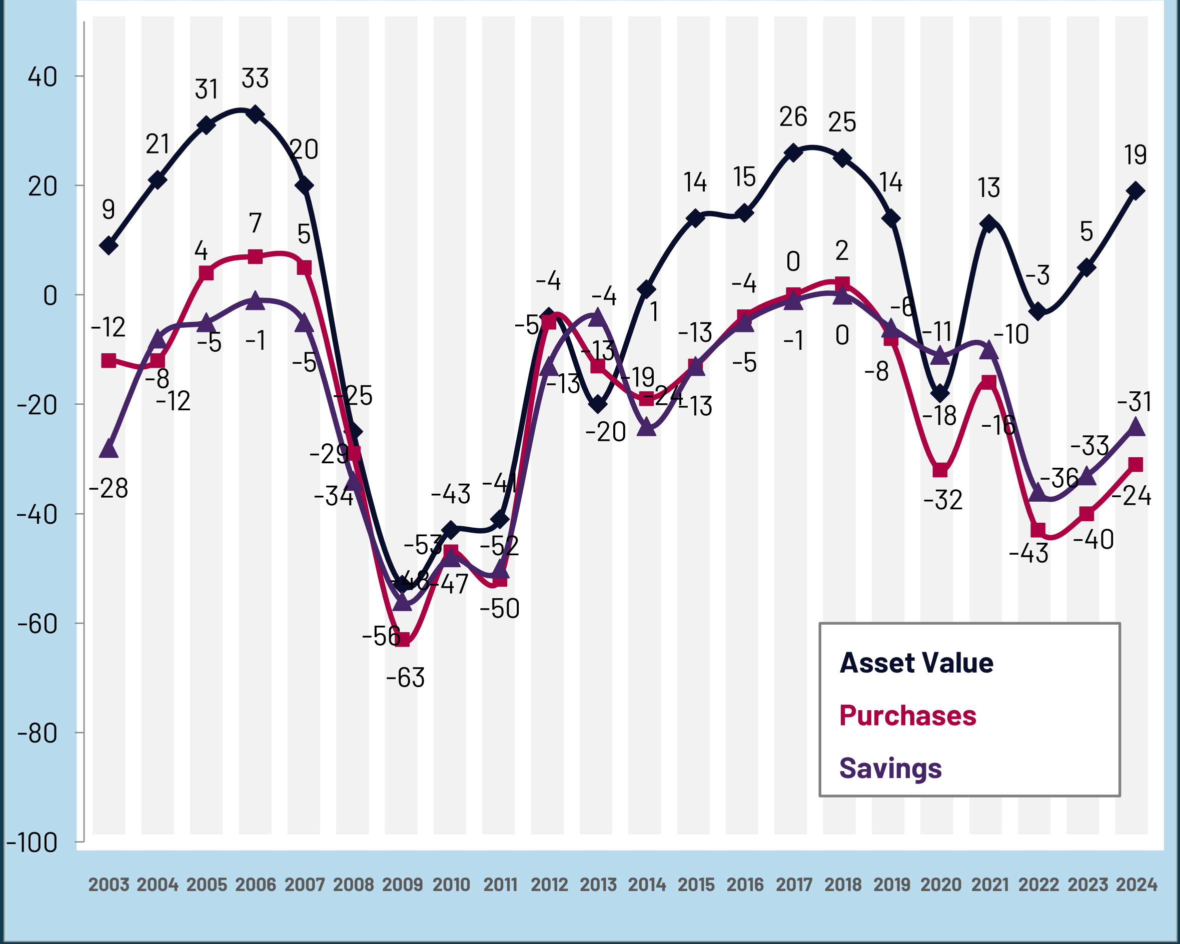
	2025		
	Jan	Feb	Mar
Gap (%)	-18	-14	-18

Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

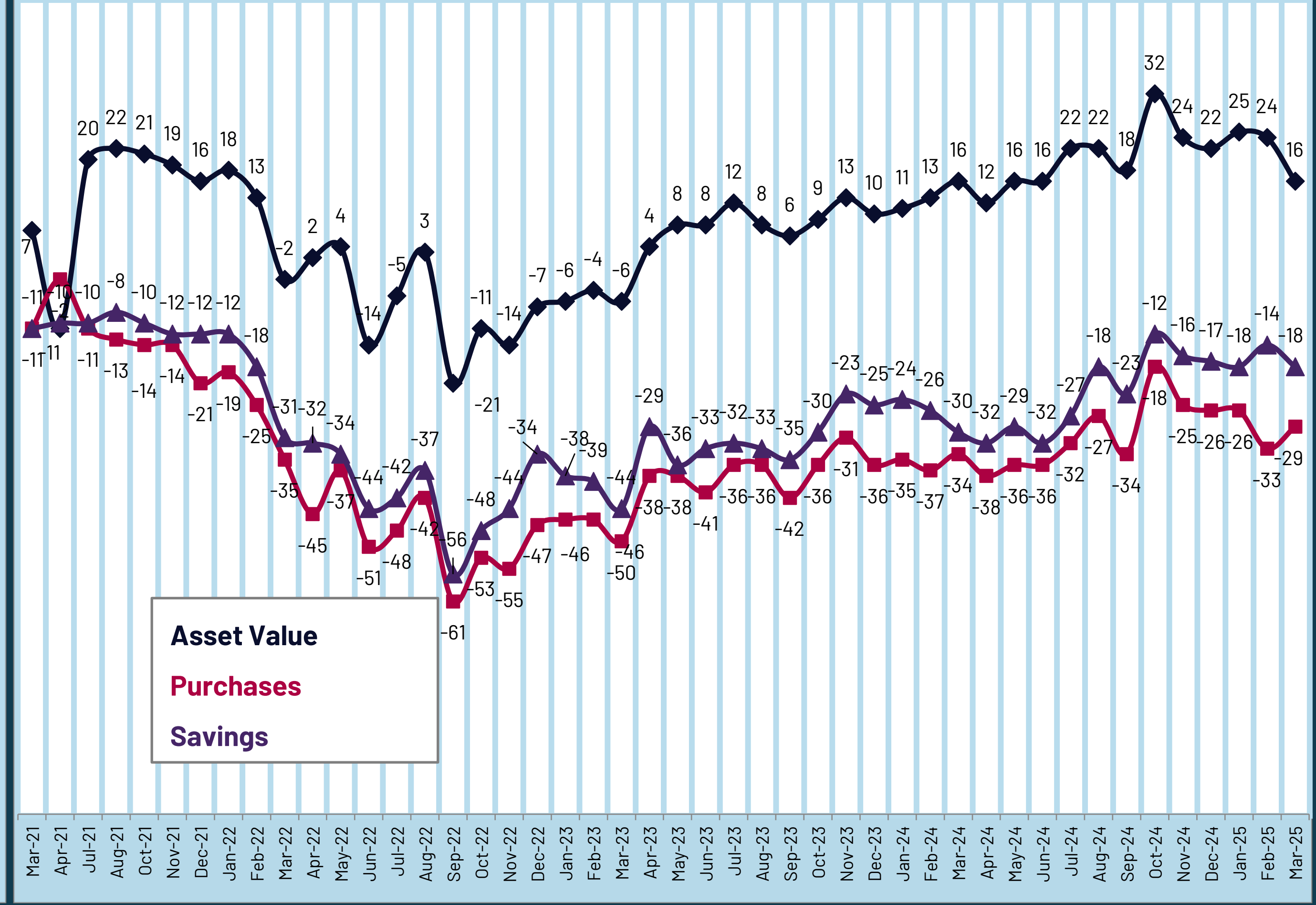
Balance Of Opinion in Summary – The Year Ahead

An overview of expectations towards asset value, purchases, and savings

Long Term



Short Term



Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

WHAT WORRIES IRELAND AND THE THE WORLD?

IRELAND REPORT

March 2025

IRELAND SUMMARY: MARCH 2025

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
Health care	46%	=	-2
Immigration control	39%	+3	=
Crime & violence	35%	+7	+2
Inflation	33%	-2	+2
Poverty & social inequality	25%	-2	-7

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
RIGHT DIRECTION	42%	=	+6
WRONG TRACK	58%	=	-6

State of the economy

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

		change vs. last month	change vs. last year
GOOD	55%	-2	+13
BAD	45%	+2	-13

Base: Representative sample of Ireland 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: Ireland | Current Wave: Mar 25

DIRECTION OF TRAVEL OF OUR SOCIETY

- Country comparisons

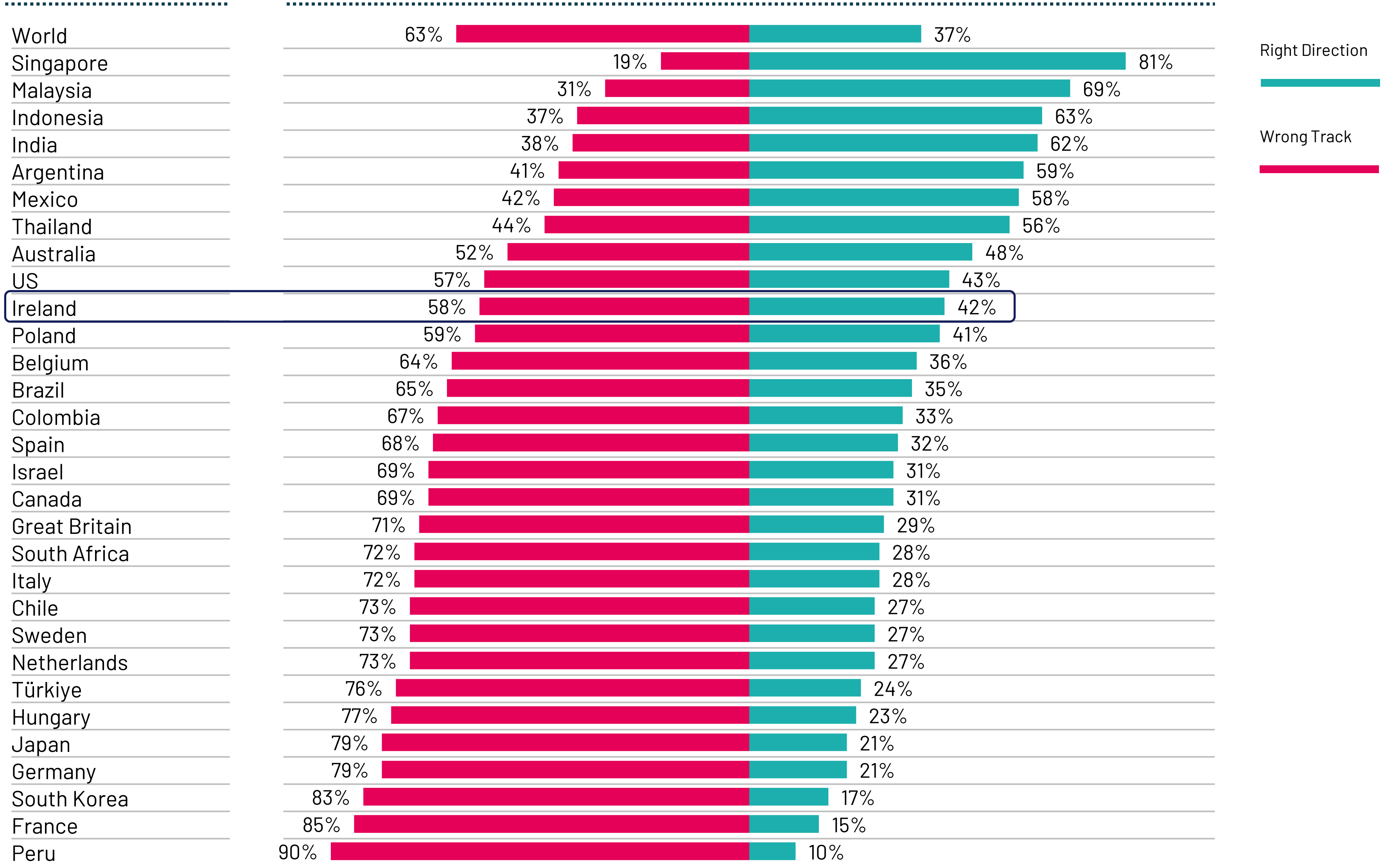
Right vs. Wrong Direction Monitor

Over two in five of the population feel that the country is going in the right direction, with 58% feeling we are on the wrong track. This is marginally better than the worldwide average, and leaves us in an above mid-table position

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (March 2025)



IRELAND'S WORRIES

- Ireland's top worries
- World's top worries

Ireland's Worries

Health care is the top issue of concern in Ireland, with immigration control also ranking highly.
Other issues of concern are crime, the cost-of-living and general poverty & social inequality.

Worldwide, The cost of living (also 33%) is the number one issue, whereas Healthcare ranks sixth, and is cited by 24% globally

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

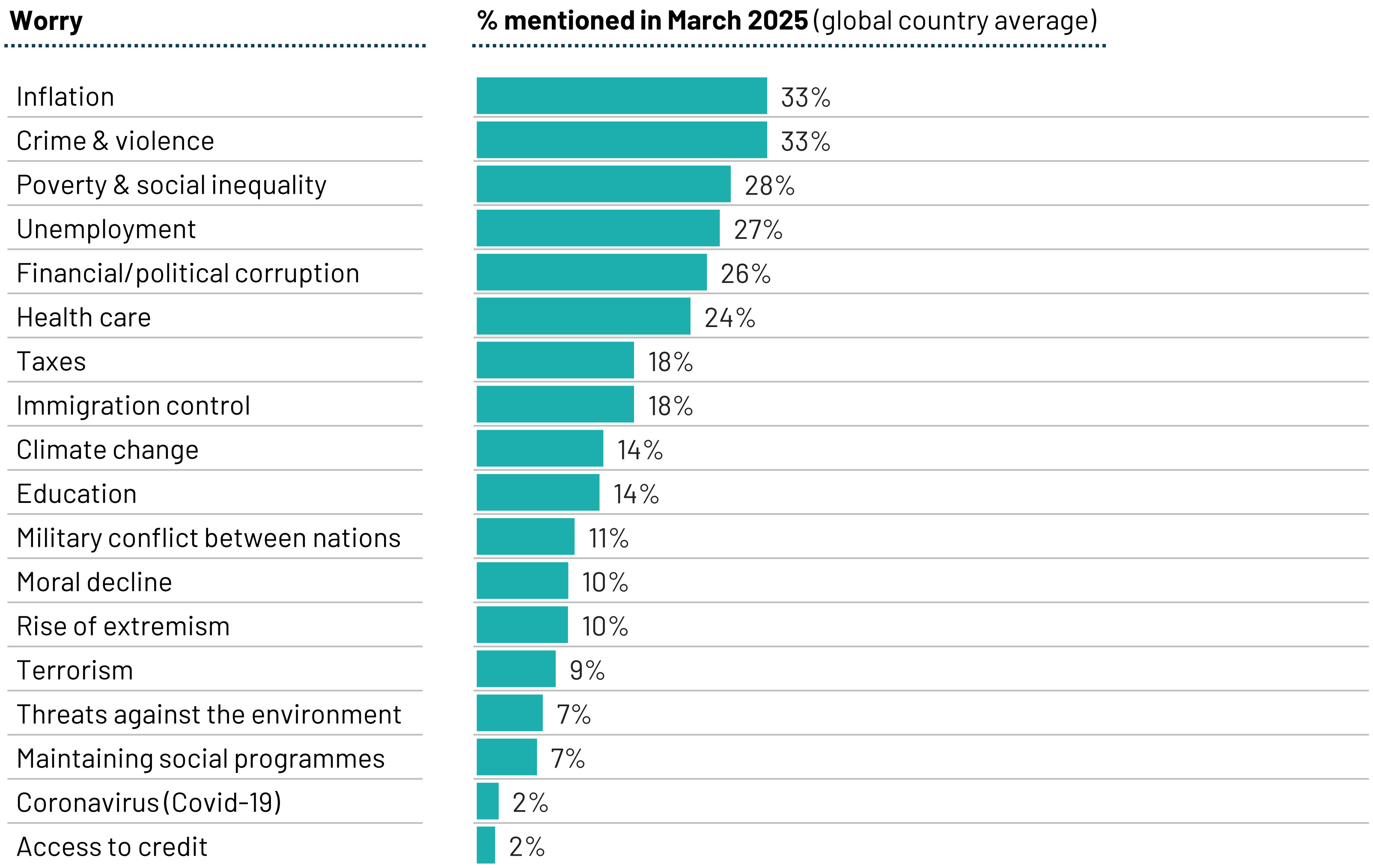
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Ireland | Current Wave: Mar 25

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

Worry	**% mentioned in March 2025** (global country average)
Health care	46%
Immigration control	39%
Crime & violence	35%
Inflation	33%
Poverty & social inequality	25%
Unemployment	16%
Taxes	16%
Climate change	15%
Rise of extremism	12%
Financial/political corruption	12%
Military conflict between nations	8%
Moral decline	8%
Education	7%
Maintaining social programmes	6%
Threats against the environment	5%
Terrorism	4%
Access to credit	3%
Coronavirus (Covid-19)	1%

World Worries

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



Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

WORLD WORRIES COUNTRY COMPARISON – IRELAND VS GLOBAL

1. Health care

We are ranked joint second in terms of our concerns about health care, on a par with Canada, and behind Hungary.

Our concerns are nearly double the global average.

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Country		Change from last month	12-month change
World	24%	-1	+1
Hungary	63%	-3	-1
Canada	46%	+6	=
Ireland	46%	=	-2
Great Britain	42%	+2	-2
Poland	39%	=	+8
Italy	37%	-1	+6
Australia	34%	+3	+3
Spain	33%	=	+1
Brazil	32%	-6	-5
Netherlands	32%	-1	+3
Colombia	28%	+5	+12
Singapore	28%	-7	=
France	26%	-1	+1
US	23%	-1	-3
Mexico	19%	+2	+3
Belgium	19%	-6	=
Argentina	16%	=	+7
Germany	16%	-1	+1
Sweden	16%	-8	-8
South Africa	16%	=	+3
Peru	15%	-5	-3
Japan	14%	+4	+5
India	14%	+1	=
South Korea	13%	-1	-9
Chile	12%	-3	-2
Thailand	10%	-2	=
Malaysia	10%	=	+3
Israel	8%	=	+1
Indonesia	7%	-1	+2
Türkiye	5%	-1	+2

2. Immigration control

We rank third for having concerns about immigration control – and are more than double the global average.

Interestingly, we are seven points ahead of the UK, where much political discourse has been made on this issue.

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Country	%	Change from last month	12-month change
World	18%	=	+1
Chile	44%	-5	+3
Germany	41%	-3	+8
Ireland	39%	+3	=
Great Britain	32%	=	+3
France	27%	+3	+1
Netherlands	27%	+5	-8
Spain	26%	+5	+7
US	25%	-2	-4
Belgium	25%	+2	-6
Türkiye	24%	-1	-21
Poland	24%	+7	+10
Canada	23%	-5	+3
Italy	21%	=	+3
Sweden	19%	+2	+2
Australia	17%	+1	+2
Japan	15%	+2	+6
Singapore	14%	+1	+4
Malaysia	13%	+1	-1
Thailand	13%	+5	+10
Peru	11%	-1	-1
India	9%	-2	+3
Colombia	9%	-1	-1
South Africa	9%	-5	-3
Mexico	9%	-6	+3
Hungary	5%	+2	=
Israel	3%	-2	-1
Argentina	3%	=	=
Indonesia	2%	=	=
South Korea	2%	=	=
Brazil	1%	=	=

3. Crime & violence

We are slightly higher than average compared to our peers in terms of attitudes towards crime and violence but have seen a sharp increase in March compared to February.

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Country		Change from last month	12-month change
World	33%	+1	+3
Chile	68%	+1	+7
Peru	65%	-1	+3
Mexico	58%	-1	+5
Sweden	57%	-8	+2
South Africa	53%	+1	-2
Argentina	52%	+3	+13
Brazil	43%	+5	-1
Colombia	42%	=	-1
France	40%	+2	+13
Ireland	35%	+7	+2
Australia	35%	+2	+6
Israel	33%	+1	+6
Germany	31%	-5	+8
Belgium	31%	+6	+3
Türkiye	31%	+4	+13
Italy	30%	-1	+5
Thailand	28%	+1	-3
Great Britain	28%	-1	+5
India	26%	+4	+3
Malaysia	26%	-2	+5
Netherlands	24%	-2	-1
US	22%	-6	-11
Japan	19%	-5	+4
Canada	18%	-1	-1
Indonesia	17%	-4	-2
Spain	17%	-1	-3
South Korea	14%	=	-3
Poland	12%	+2	+5
Singapore	11%	+4	+4
Hungary	10%	+3	+2

4. Inflation

Again, we are mid-table in terms of our attitudes towards inflation, and have remained relatively stable over the past year.

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Country		Change from last month	12-month change
World	33%	+1	-1
Singapore	58%	+2	+7
Türkiye	54%	=	-1
Hungary	51%	+6	+14
Canada	48%	-1	-5
Australia	44%	-6	-4
US	43%	+1	=
South Korea	41%	+8	+4
Poland	41%	+1	-3
Brazil	38%	+3	+17
India	36%	+2	-2
Malaysia	35%	+4	-3
Mexico	35%	+5	+5
Ireland	33%	-2	+2
Great Britain	32%	+4	-5
Argentina	32%	-4	-33
Japan	32%	=	+7
France	31%	-1	-12
Spain	29%	=	-3
Chile	27%	+2	-2
Belgium	27%	+1	-2
Germany	27%	-4	-8
Thailand	26%	-5	+2
Italy	26%	=	-3
South Africa	23%	+4	-3
Netherlands	21%	-2	=
Sweden	20%	+1	-6
Colombia	18%	-2	-9
Indonesia	17%	-3	-6
Peru	16%	=	-3
Israel	16%	-2	-1

5. Poverty & social inequality

One in four are concerned about Poverty and inequality in Ireland, down sharply compared to this time last year.

Country	%	Change from last month	12-month change
World	28%	=	-2
Indonesia	51%	+8	+4
Argentina	43%	+5	+2
Türkiye	38%	=	+6
Thailand	37%	=	-5
Japan	36%	+3	+4
Hungary	36%	-8	-8
South Africa	35%	+3	+2
Brazil	34%	-4	-5
Colombia	33%	+5	=
Germany	33%	+3	-1
Peru	32%	+4	+1
Mexico	29%	+1	-1
Netherlands	29%	=	-7
Italy	28%	+2	+1
Malaysia	28%	+2	-3
Great Britain	25%	-3	=
Ireland	25%	-2	-7
Belgium	25%	-1	-5
France	25%	-3	-4
Canada	24%	=	-2
Chile	24%	+1	-1
Spain	24%	+3	-4
Australia	24%	-3	-3
Israel	24%	+1	+1
South Korea	22%	+1	-8
Sweden	20%	-2	-3
Singapore	19%	-1	-2
Poland	18%	-1	=
US	18%	+2	-1
India	18%	+3	-1

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

6. Threats against the environment

There continues to be little interest in threats against the environment – we rank quite lowly on this metric.

Base: Representative sample of 25,231 adults aged 16-74 in 30 participating countries, February 21st 2025 - March 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Mar 25

Country	%	Change from last month	12-month change
World	7%	=	-2
Brazil	13%	+2	+1
Netherlands	12%	+1	=
Colombia	11%	+2	-1
Sweden	11%	+3	-2
India	11%	-2	=
France	10%	+1	-5
Peru	9%	+3	-2
Thailand	9%	-6	-2
Belgium	9%	-1	=
Singapore	8%	-2	+2
Mexico	8%	+1	-4
Malaysia	8%	-2	=
South Korea	8%	+2	-3
Germany	8%	+2	-2
Poland	8%	+1	-5
Australia	7%	-1	-1
US	7%	+1	=
Japan	7%	-2	-2
Canada	7%	+2	+2
Spain	7%	+1	+1
Italy	7%	=	-2
Great Britain	6%	=	-2
Israel	6%	+1	-3
Ireland	5%	=	+1
Chile	5%	+1	+1
Indonesia	5%	-3	-10
Türkiye	4%	+1	=
Hungary	3%	+1	+1
Argentina	3%	-4	=
South Africa	2%	-2	=

THANK YOU

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