IPSOS B&A CONSUMER CONFIDENCE

May 2025

Prepared by:
Paul Moran,
Jimmy Larsen
& Pooja Sankhe

INTRODUCTION

Introduction

1

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

2

Survey results are based on a sample of 1,140 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 5th – 20th May 2025.

Most awarded Irish research agency with 40 Marketing Society Research Excellence Awards, including 8 Grand Prix (latest one in 2023), in 16 years.

About Ipsos B&A

Ipsos B&A is Ireland's largest and most experienced research company.

We pride ourselves on having the most experienced team in Ireland.

Ipsos B&A provides a full range of market research, data analytics and consultancy services, covering CAPI, CATI, online and qualitative.

Specialist sectors include:

- Retail & Shopper, Technology & Telecoms, Media, Financial, Political & Social, Tourism, Automotive, Healthcare and Public Sector & Utilities.

For more information, please visit our website at www.ipsosbanda.ie or contact us on info@ipsosbanda.ie

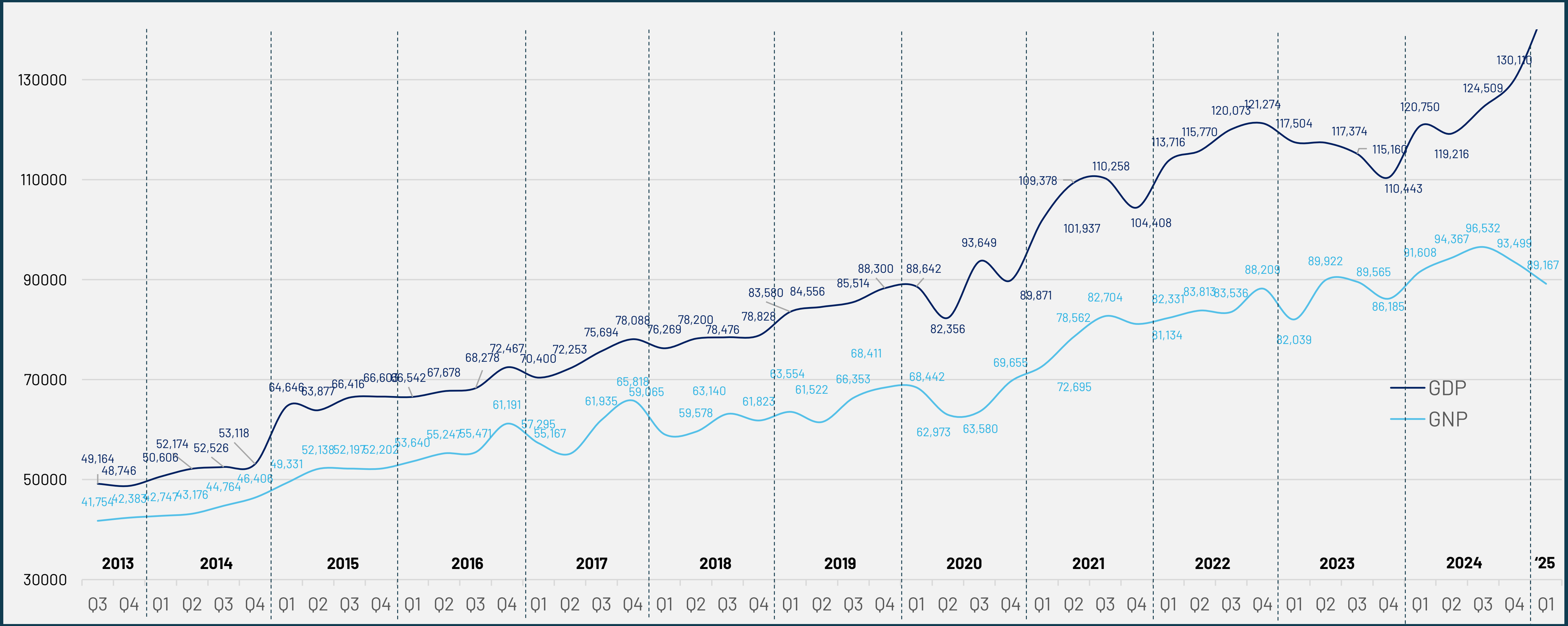
KEY HIGHLIGHTS

We are taking a more measured approach towards Trump's threatened tariffs.

1. This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 5th – 20th May 2025.
2. Following on from the shock of the transatlantic tariff announcements in April, the public has taken a more nuanced approach this month.
3. Consumer confidence has recovered somewhat in May, with a net rating of -49 (those feeling downbeat versus those feeling more upbeat). This compares to -61% in April. While still deeply in negative territory, it would seem that consumers are more circumspect when interpreting Trump's musings and then subsequent row-backs. Is the TACO effect a reality?
4. 63% anticipate that the country to be worse off in the year ahead, with a mere 13% expecting the country's economy to improve in the coming year. Relatively speaking, Dubliners continue to be most upbeat. As seen previously, confidence is lowest among females, those aged 55+, and C2DEs.
5. The proportion of households who claim to be "coping" with the cost-of-living crisis now stands at 68% vs. 63% in April. Approximately one in six claim to be struggling. While inflation has declined from the high watermark of 2022, it is still an issue, particularly in terms of food inflation.
6. Over two in five (43%) expect their net income to decline over the next 12 months, with just one in four having a more positive outlook.
7. Similar to last month, 49% think they will spend less over the year ahead, with just 15% thinking that they will purchase more goods and services. Over one in three (36%) feel their spending habits will be unchanged.
8. A similar figure (47%) believe they will save less in the next 12 months – just one in four think they will save more.
9. Following a sharp reversal in April, householders are now more likely to believe that their net asset wealth will increase this year – 37% feel that this will be the case, versus one in four (23%) thinking that their assets will diminish.

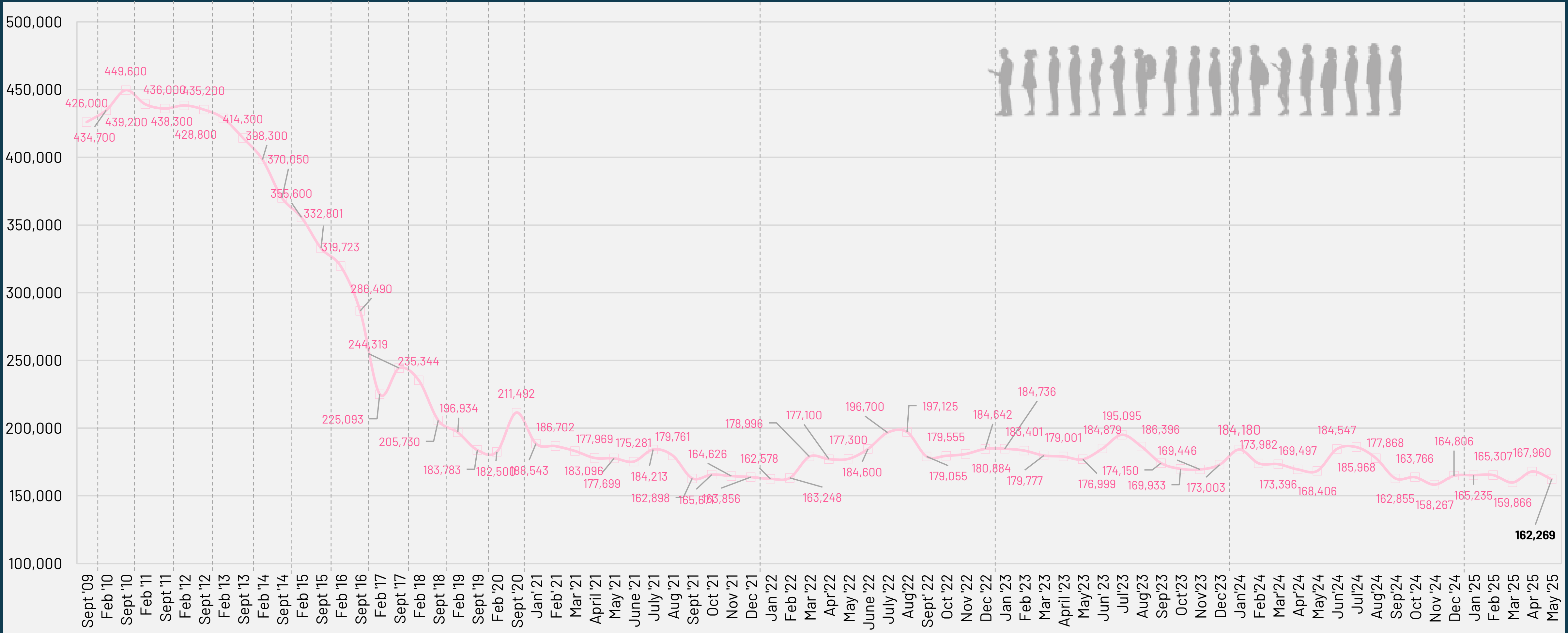
MACRO CONTEXT

GDP increased dramatically in Quarter One 2025. However, this was largely due to huge increases in globalised sectors of the economy, particularly Pharma, as companies raced to export to the US before tariffs were introduced.



Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register total stood at 162,269 in May 2025, compared to 168,406 in May 2024.

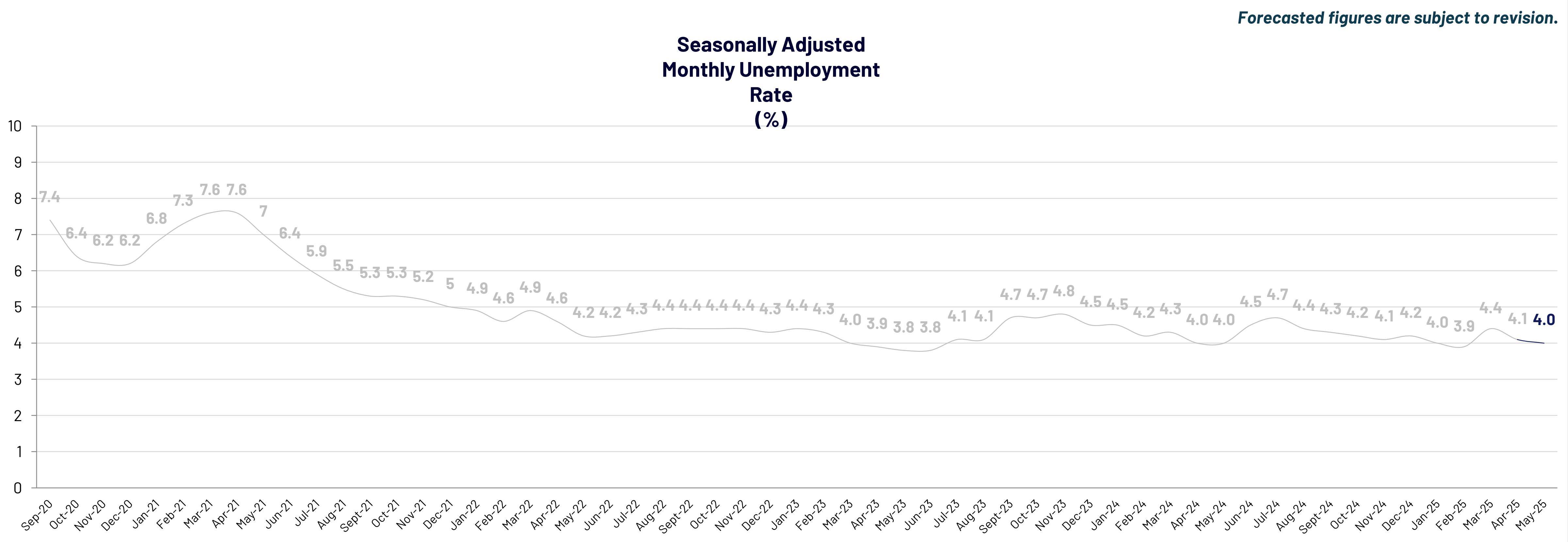


*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.
Note: Based on unadjusted data.

Source: www.CSO.ie Quarterly National Accounts

The Seasonally Adjusted Monthly Unemployment Rate in May stood at 4.0% - marginally down since April and more or less at full employment.

Seasonally Adjusted Monthly Unemployment Rate



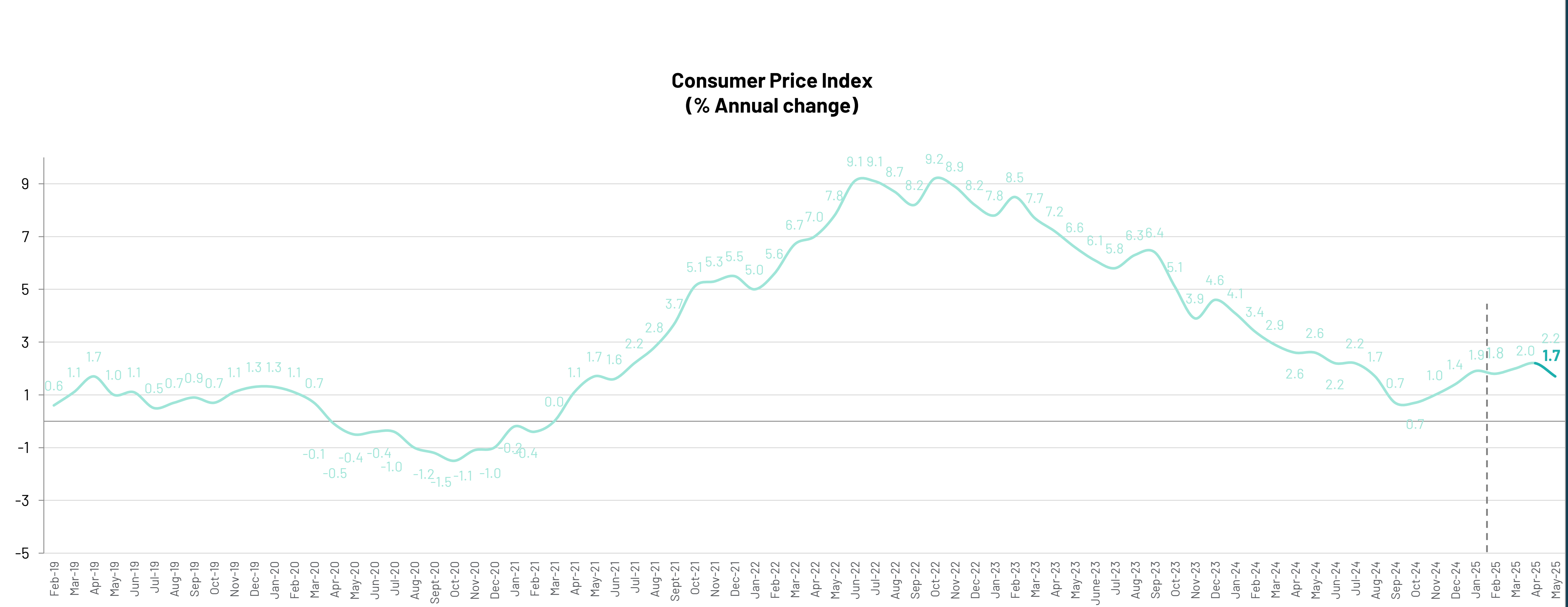
Forecasted figures are subject to revision.

Seasonally Adjusted Monthly Unemployment Rate (%)

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

Inflation has dropped noticeably in May to 1.7%, down from 2.2% in April.

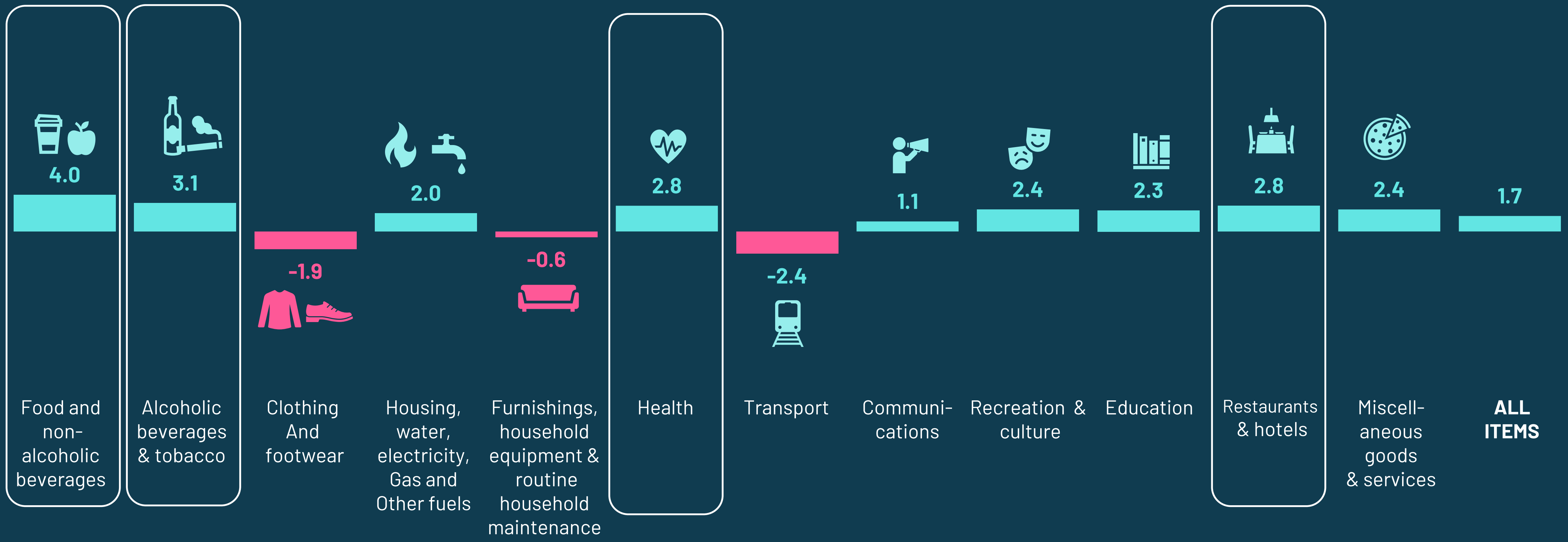
Consumer Price Index (% Annual change)



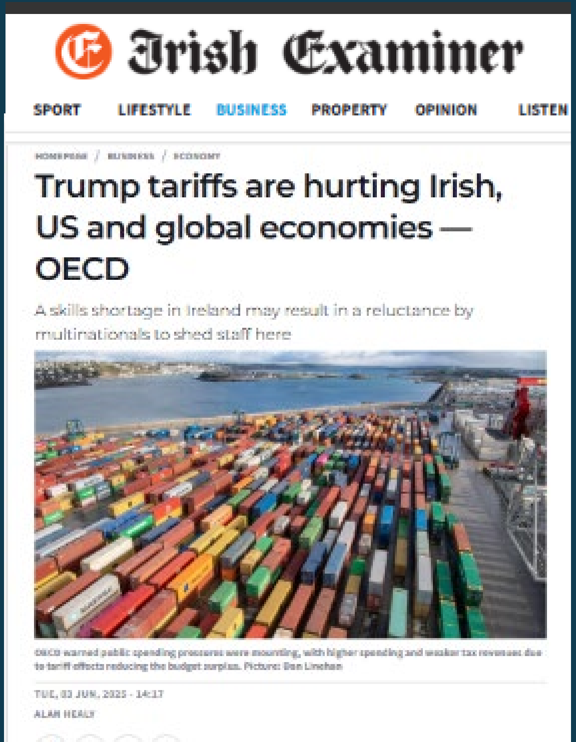
Source: www.CSO.ie *Consumer Price Index (% Annual change)*

Inflation is highest within the Food & Non-Alcoholic Beverages (+4.0%) and Alcoholic beverages and Tobacco (+3.1%) . Hospitality and Health sectors (both at +2.8%) remain stubbornly high. Transport (-2.4%) has seen the largest drop.

Consumer Price Index by Sector (% Annual change)



The potential of a trade war featured greatly in the media and are also weighing heavily in the eyes of the population at large.



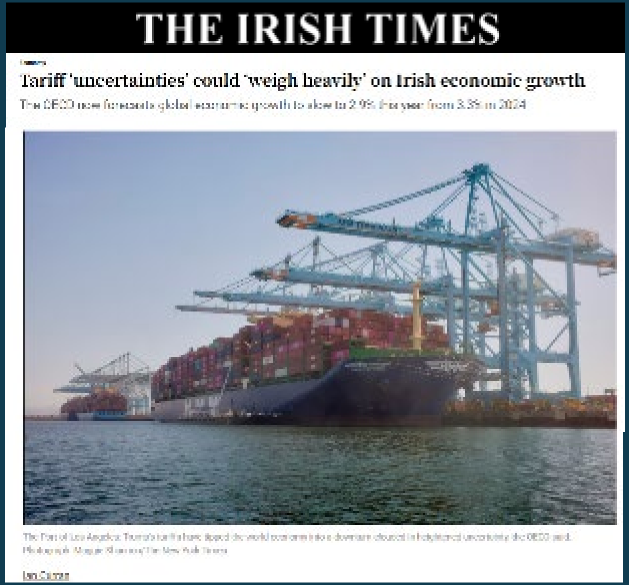
Trump tariffs are hurting Irish, US and global economies — OECD

A skills shortage in Ireland may result in a reluctance by multinationals to shed staff here

OECD warned public spending pressures were mounting, with higher spending and weaker tax revenues due to tariff effects reducing the budget surplus. Picture: Dan Linehan

TUE, 03 JUN, 2025 - 14:17

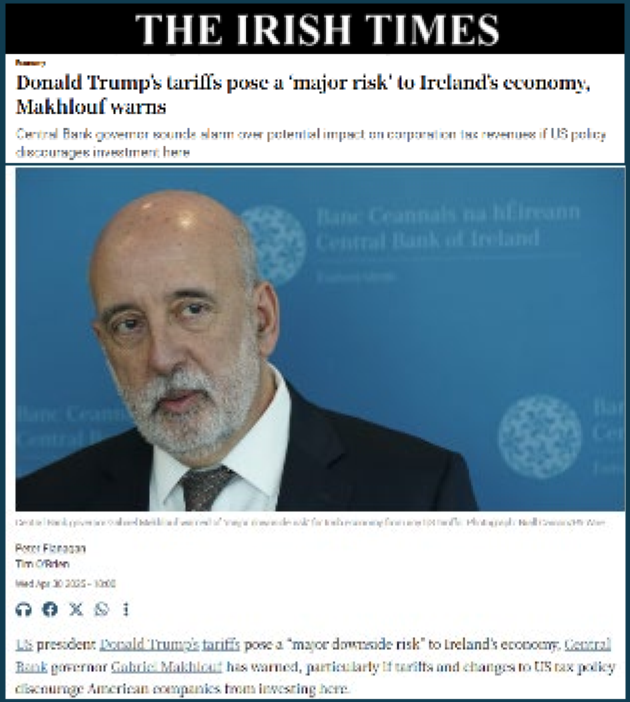
ALAN HEALY



Tariff 'uncertainties' could 'weigh heavily' on Irish economic growth

The OECD now forecasts global economic growth to slow to 2.9% this year from 3.3% in 2024

Ian Curran

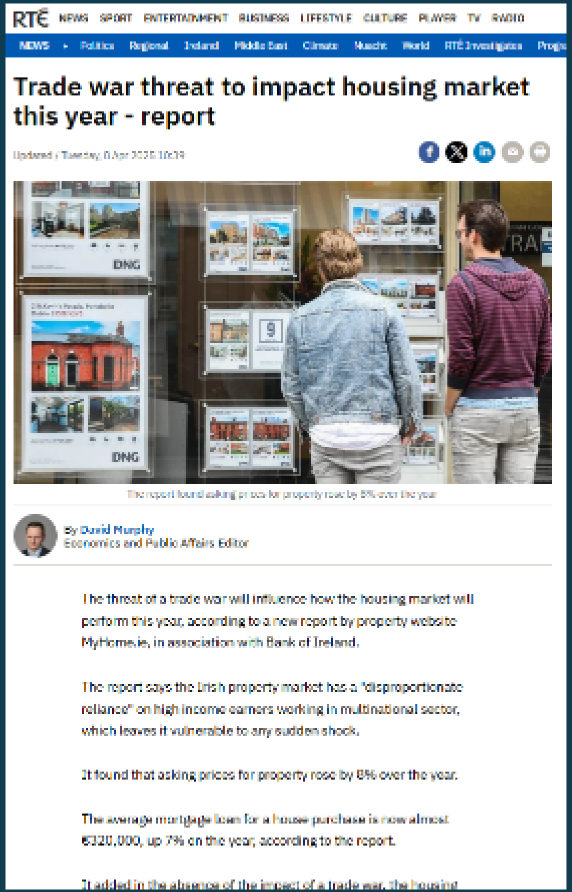


Donald Trump's tariffs pose a 'major risk' to Ireland's economy, Makhlouf warns

Central Bank governor sounds alarm over potential impact on corporation tax revenues if US policy discourages investment here

Peter Flanagan
Tim O'Brien

US president Donald Trump's tariffs pose a "major downside risk" to Ireland's economy, Central Bank governor Gabriel Makhlouf has warned, particularly if tariffs and changes to US tax policy discourage American companies from investing here.



Trade war threat to impact housing market this year - report

The report found asking prices for property rose by 8% over the year

By David Murphy
Economics and Public Affairs Editor

The threat of a trade war will influence how the housing market will perform this year, according to a new report by property website MyHome.ie, in association with Bank of Ireland.

The report says the Irish property market has a "disproportionate reliance" on high income earners working in multinational sector, which leaves it vulnerable to any sudden shock.

It found that asking prices for property rose by 8% over the year.

The average mortgage loan for a house purchase is now almost €320,000, up 7% on the year, according to the report.

It added in the absence of the impact of a trade war, the housing

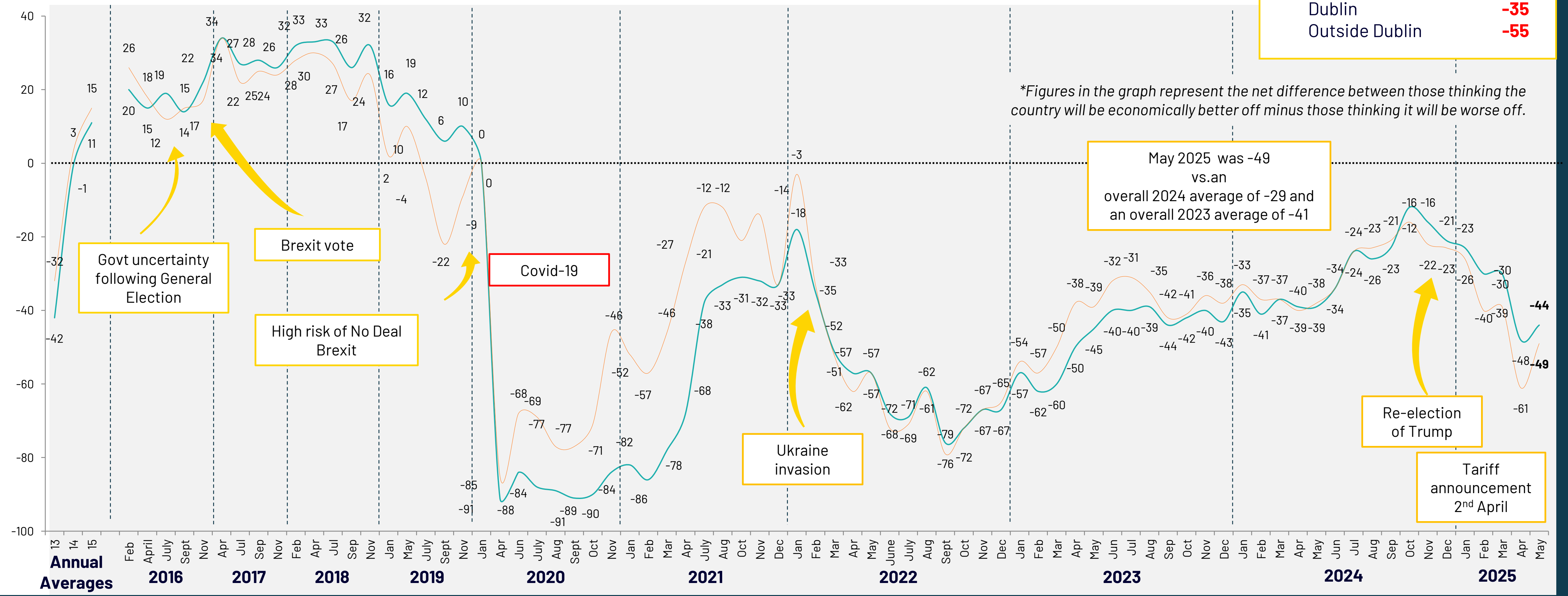
CONSUMER CONFIDENCE FINDINGS

In light of Donald Trump's row-back on Tariffs during May, consumer confidence recovered somewhat, from -61 in April to -49 this month, albeit still in deep negative territory.

Current vs. **Looking Forward**

Looking forward
(Net Diff: Positive-Negative)

Dublin	**-35**
Outside Dublin	**-55**



**Figures in the graph represent the net difference between those thinking the country will be economically better off minus those thinking it will be worse off.*

May 2025 was -49
vs.an
overall 2024 average of -29 and
an overall 2023 average of -41

Govt uncertainty following General Election

Brexit vote

High risk of No Deal Brexit

Covid-19

Ukraine invasion

Re-election of Trump

Tariff announcement 2nd April

?

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

Pessimism about the year ahead is consistently higher among females, C2DEs and those living outside of Dublin. Those aged 35+ are most downbeat, and especially those aged 55+.

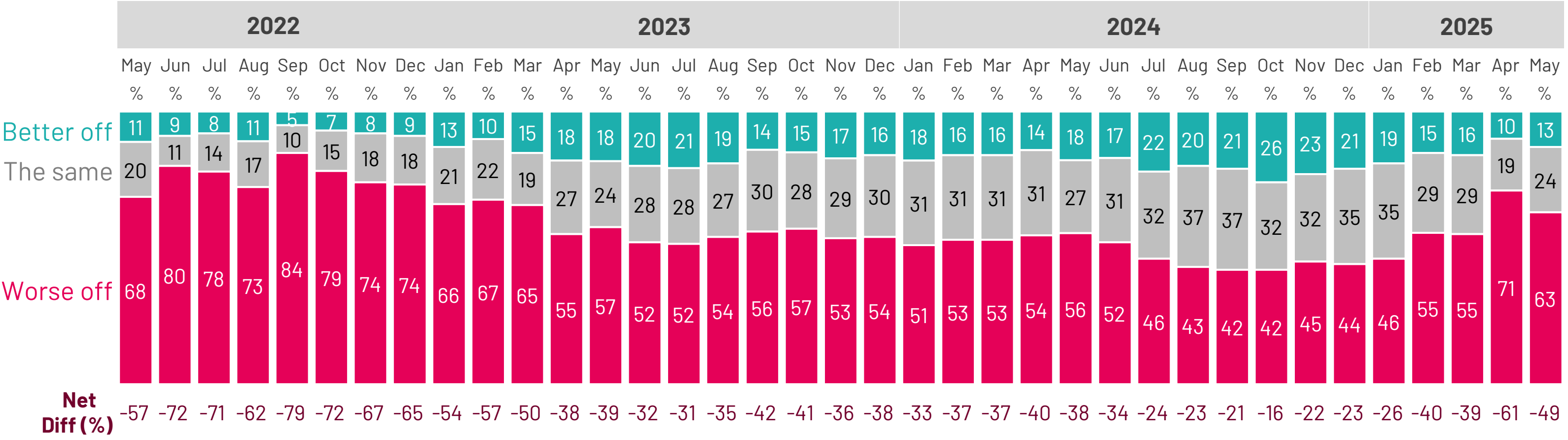
	-49	-42	-56	-24	-56	-64	-45	-54	-35	-55	-51	-43
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
Apr ’25	-61%	-55%	-67%	-61%	-66%	-42%	-64%	-75%	-57%	-65%	-54%	-64%
Mar ’25	-39%	-30%	-48%	-24%	-41%	-50%	-36%	-43%	-27%	-44%	-42%	-29%
Feb’25	-40%	-33%	-47%	-35%	-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%

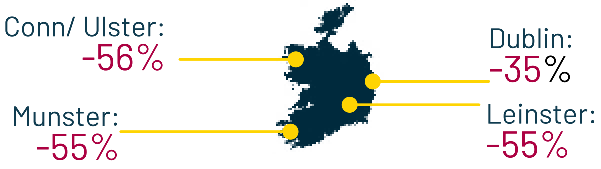
Base: All Adults 16+

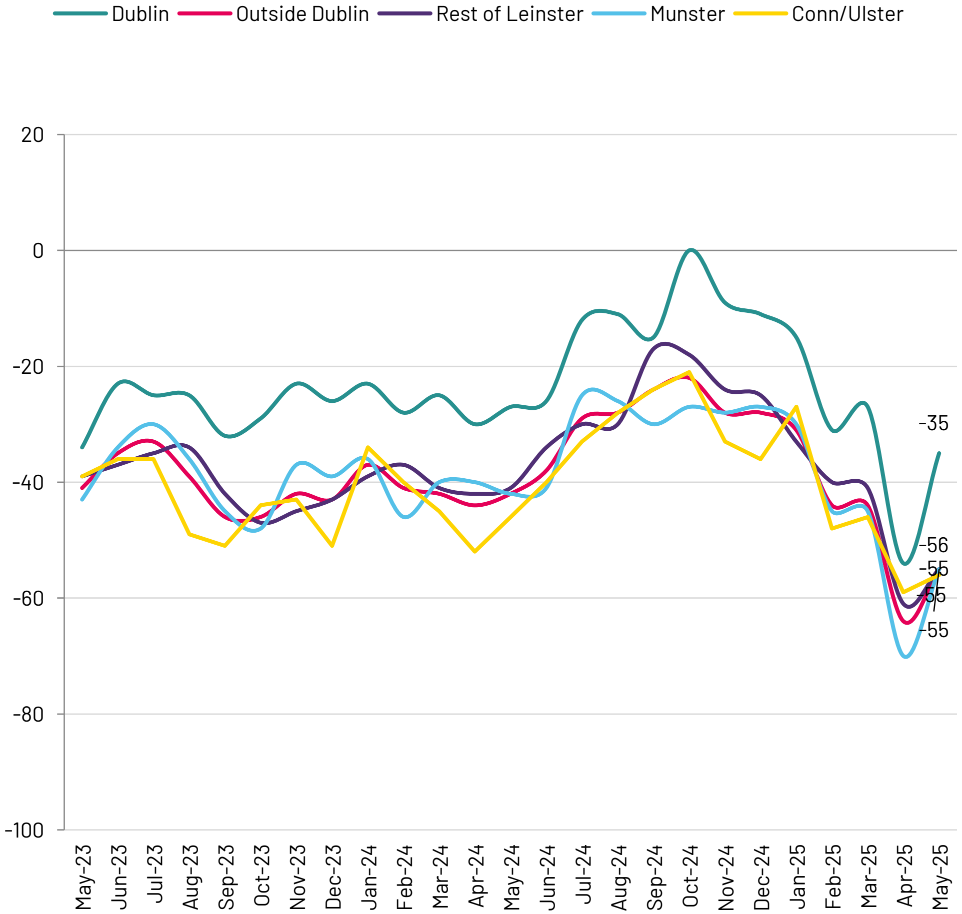
? Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Two in three believe that the nation will be worse off over the year ahead. While this represents an improvement since April, it still indicates a deep sense of pessimism not seen in over two years.

	Looking Forward '22								Looking Forward '23												Looking Forward '24												LF '25				
	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	Apr	May
Dublin	-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	-54	-35
Outside Dublin	-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	-64	-55



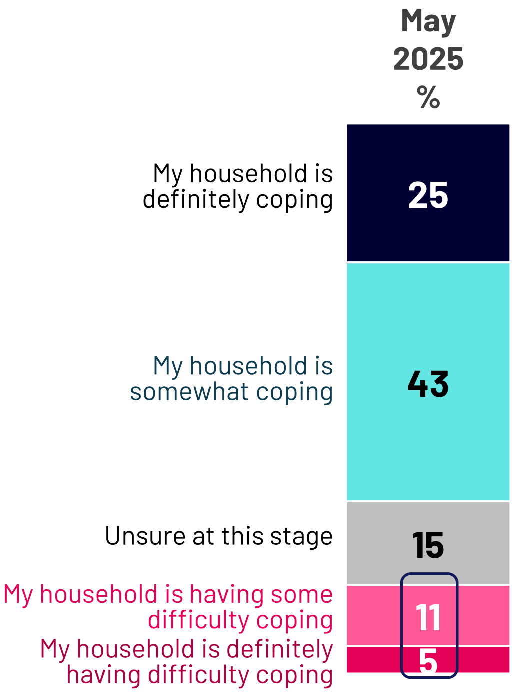




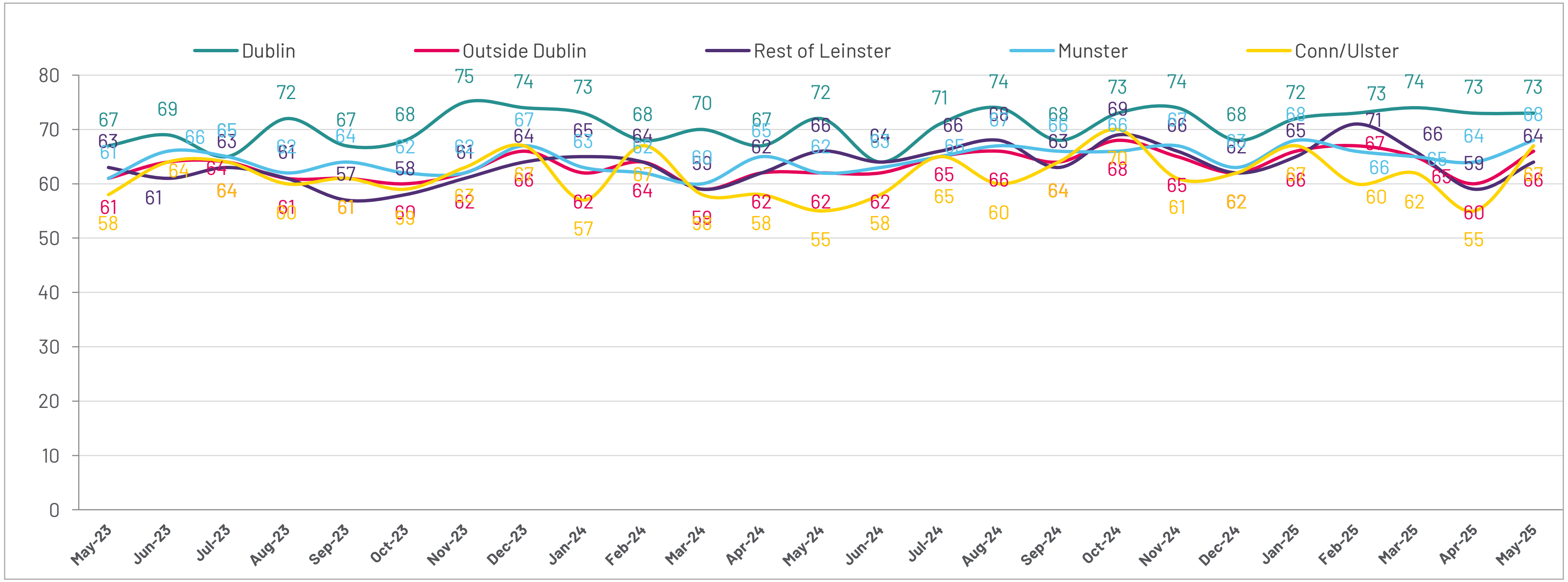
2022									2023												2024												2025				
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
-62	-57	-72	-71	-62	-79	-72	-67	-65	-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38	-33	-37	-37	-40	-38	-34	-24	-23	-21	-16	-22	-23	-26	-40	-39	-61	-49

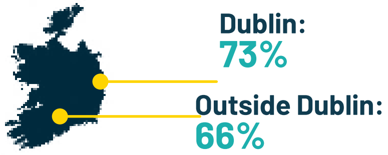
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Just over two in three consumers state that their households are coping with rising prices. Around one in six are struggling. Again, we have recovered from April's slump.



Any Coping 68%



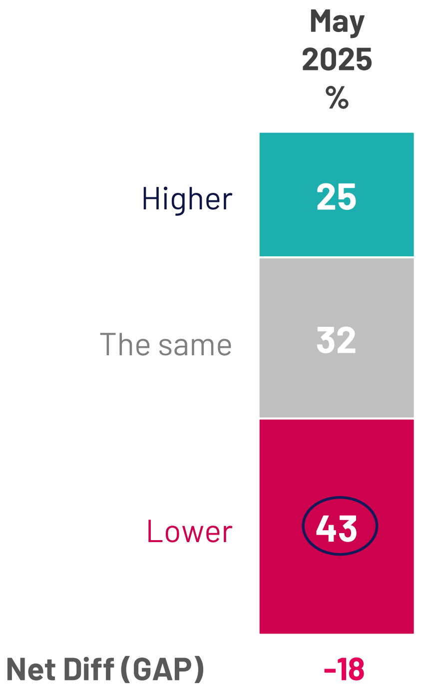


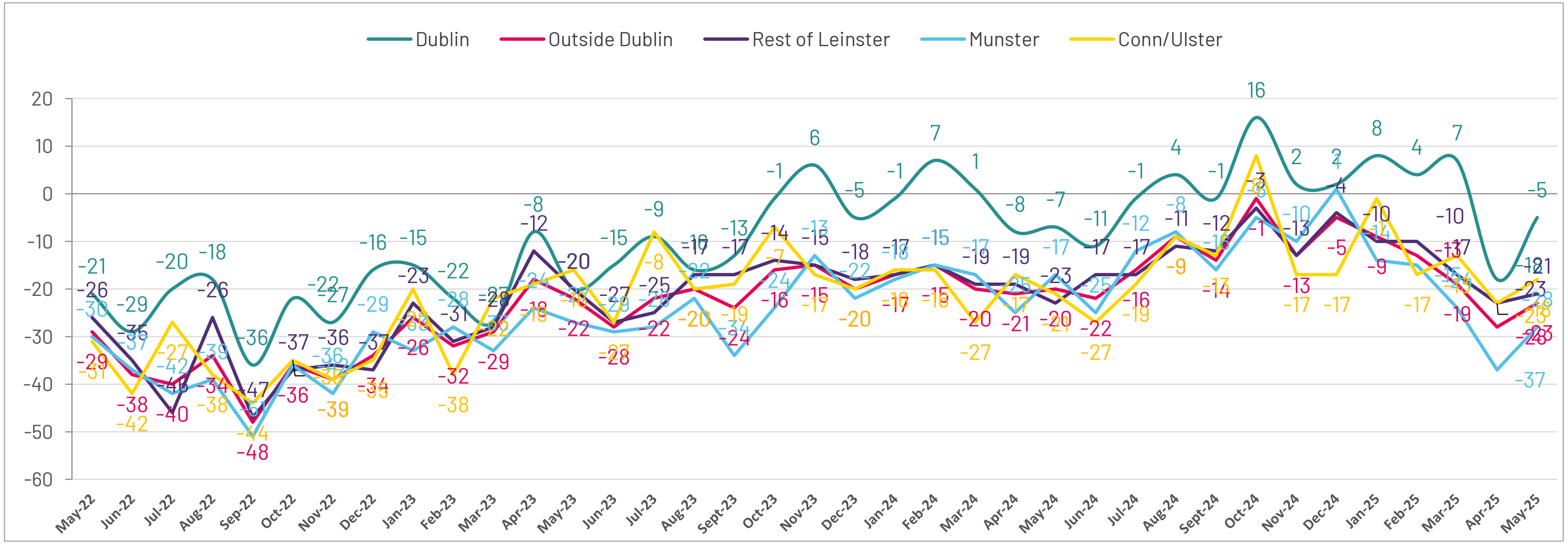
The proportion of Dubliners who are "coping" with the cost-of-living crisis remains higher than the rest of the country – 3 in 4 (73%) of them are comfortable to some extent, with one in three (32%) of them claiming they are "definitely" coping – significantly higher than the 22% in the rest of the country having that sentiment.

	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	Apr 25	May 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	63	68

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

Over two in five (43%) expect their net income to decline in the next 12 months. Just one in four are optimistic about the next year.





Dublin: **-5%**

Outside Dublin: **-23%**

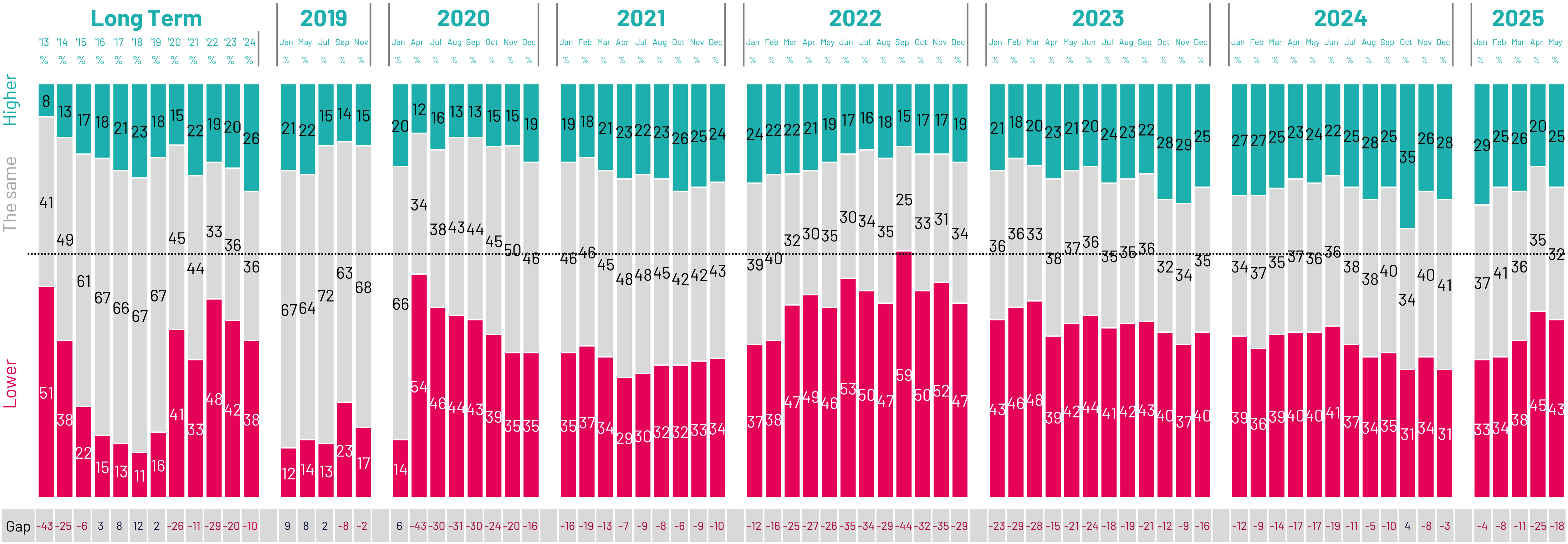
While those living outside of Dublin are significantly more pessimistic, Dubliners are also still in negative territory, but have recovered more noticeably over the past month.

	2021						2022												2023												2024												2025				
	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	Apr	May
Gap (%)	-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	-25	-18

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

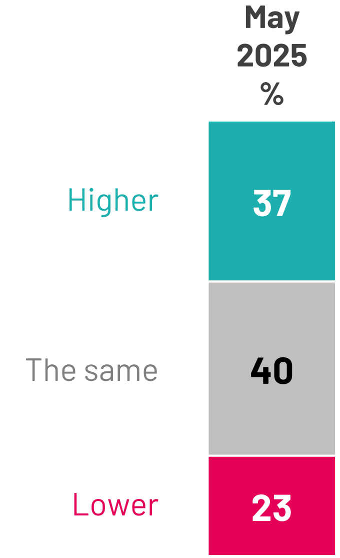
Expect it to be...



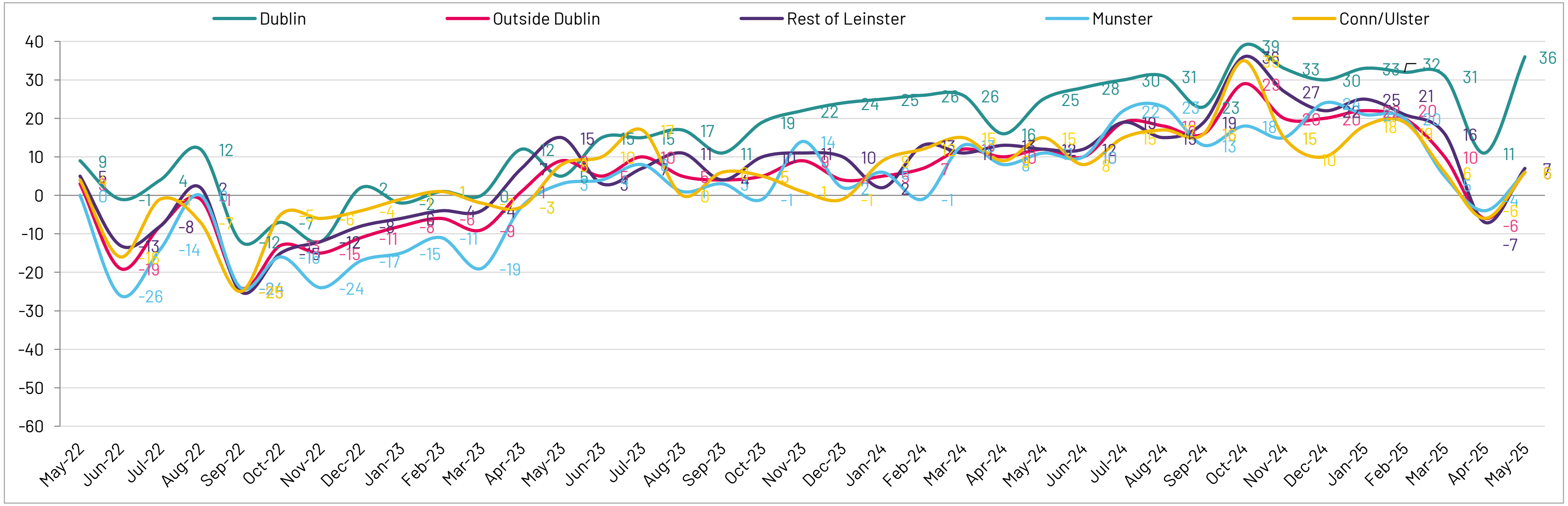
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Perceived asset growth over the next 12 months has recovered somewhat since April, reflecting the initial knee-jerk reaction to the Tariff announcements.

Base: All Adults 16+



Net Diff* (GAP) +15%



Dublin:
+36%

Outside Dublin:
+6%

Dubliners continue to have the highest net positive outlook for the value of personal Assets, and has rebounded strongly in May. All regions are in positive territory again.

* Differences due to rounding

	2021					
	Apr	Jul	Aug	Oct	Nov	Dec
Gap (%)	+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

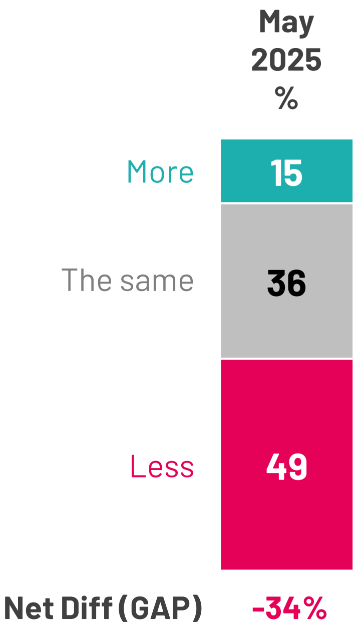
	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10

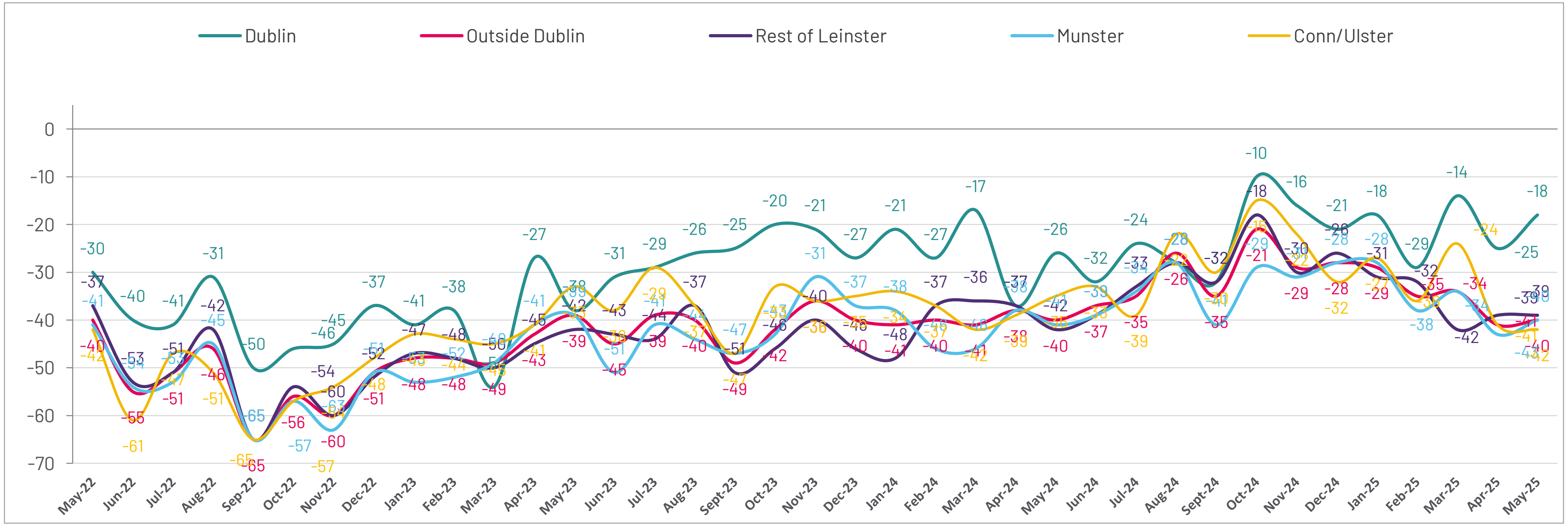
	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+11	+13	+16	+12	+16	+16	+22	+22	+18	+32	+24	+22

	2025				
	Jan	Feb	Mar	Apr	May
Gap (%)	+25	+24	+16	-1	+15

? 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?

Just one in seven (15%) believe they will spend more in the year ahead, with half expecting to cut back.





Dublin:
-18%

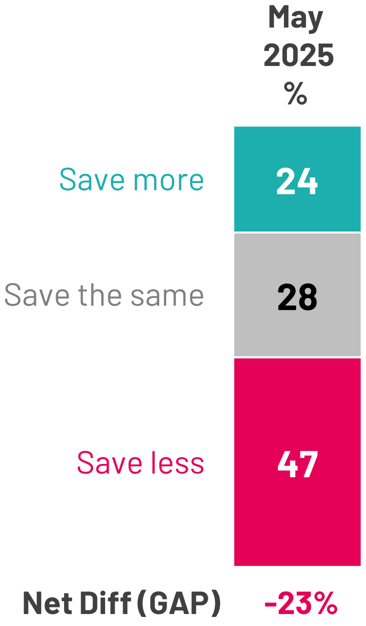
Outside Dublin:
-40%

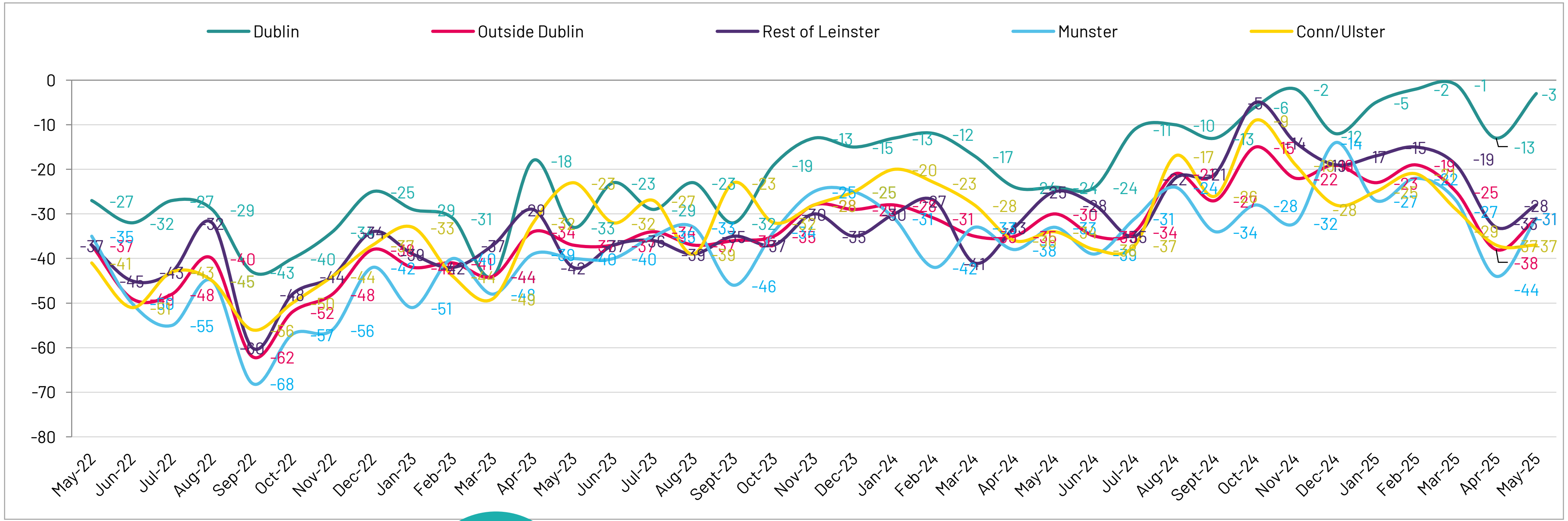
Spending intentions remain lower among those living outside of Dublin. Residents of Conn/Ulster have the largest differential between less and more. Those most likely to spend more are younger (31% of 16-24 year olds).

	2021						2022												2023												2024												2025				
	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Gap (%)	-2	-11	-13	-14	-14	-21	-19	-25	-35	-45	-37	-51	-48	-42	-61	-53	-55	-47	-46	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36	-35	-37	-34	-38	-36	-36	-32	-27	-34	-18	-25	-26	-26	-33	-29	-37	-34

? 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?

Reflecting this, nearly half (47%) say they will save less, with less than one in four (24%) being in a position, or willing, to save more.





Dublin:
-3%

Outside Dublin:
-31%

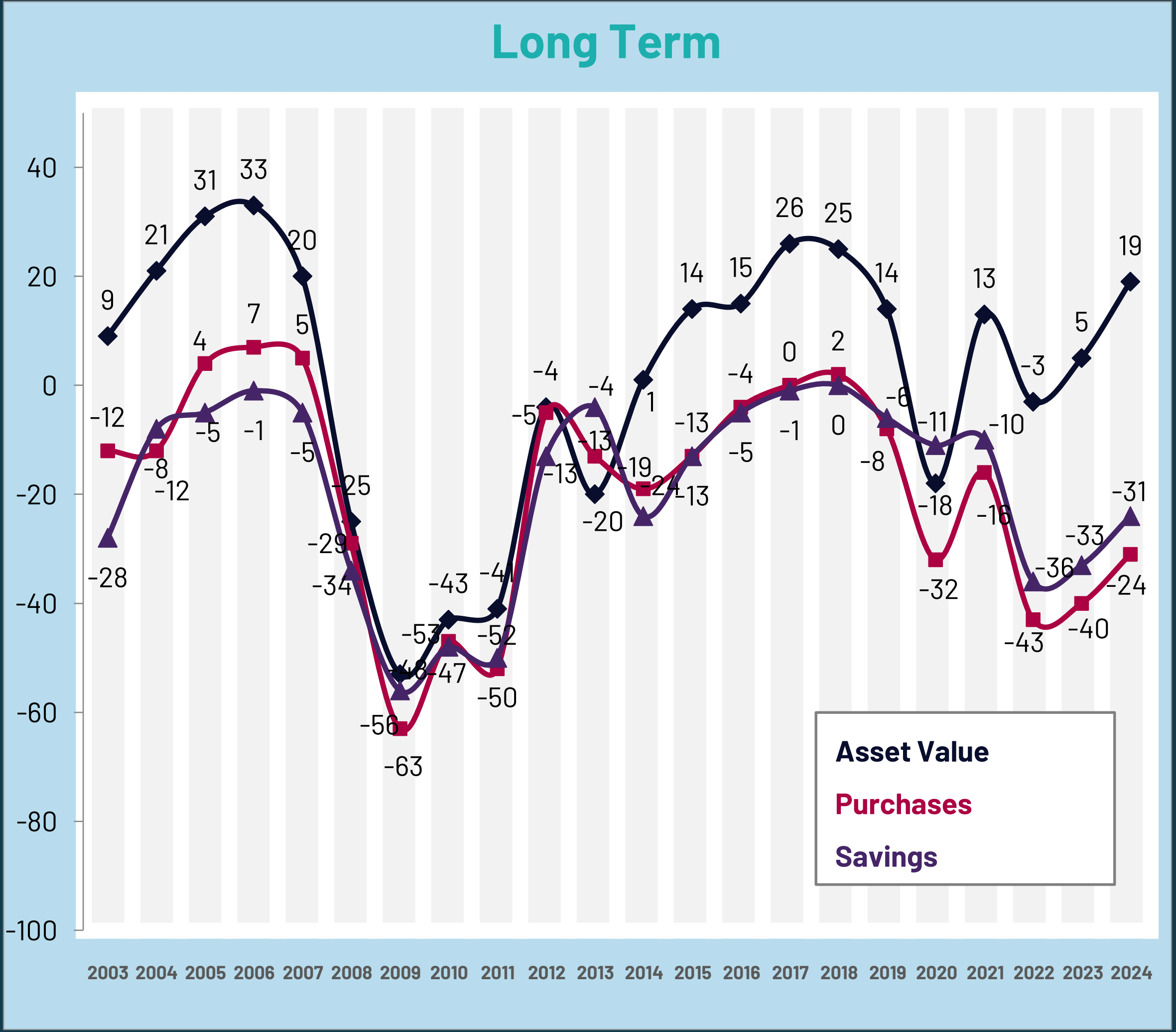
Those with the lowest saving intentions tend to be female (55%), aged 35+ (53%), C2DEs (43%) or living in Conn/Ulster (53%).

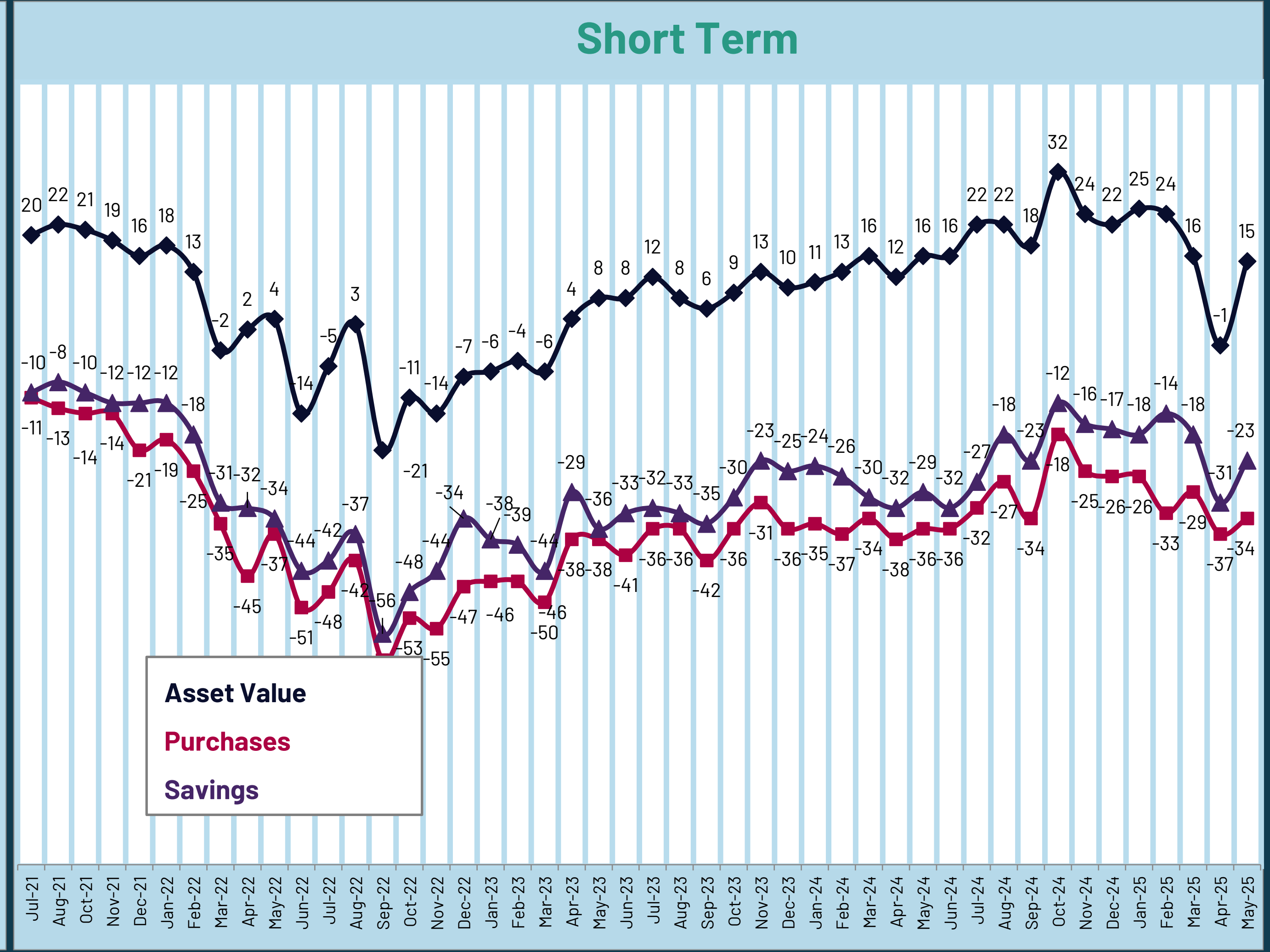
	2021						2022												2023												2024												2025				
	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Gap (%)	-10	-10	-8	-10	-12	-12	-12	-18	-31	-32	-34	-44	-42	-37	-56	-48	-44	-34	-38	-39	-44	-29	-36	-33	-32	-33	-35	-30	-23	-25	-24	-26	-30	-32	-29	-32	-27	-18	-23	-12	-16	-17	-18	-14	-18	-31	-23

? 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 THE WORLD?

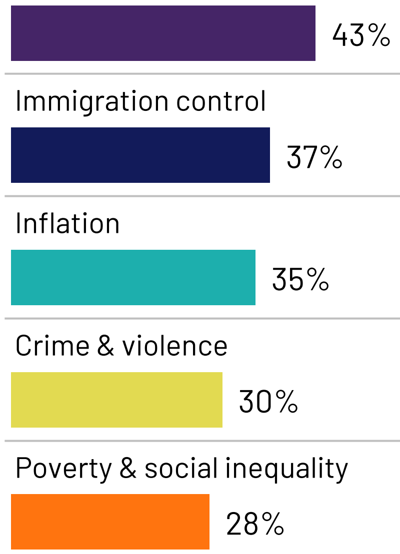
IRELAND REPORT

May 2025

IRELAND SUMMARY: MAY 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	43%	+2	=
Immigration control	37%	+1	=
Inflation	35%	+2	=
Crime & violence	30%	+2	+2
Poverty & social inequality	28%	+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
40%	RIGHT DIRECTION	-3	=
60%	WRONG TRACK	+3	=

State of the economy

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

		change vs. last month	change vs. last year
54%	GOOD	-4	+6
46%	BAD	+4	-6

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

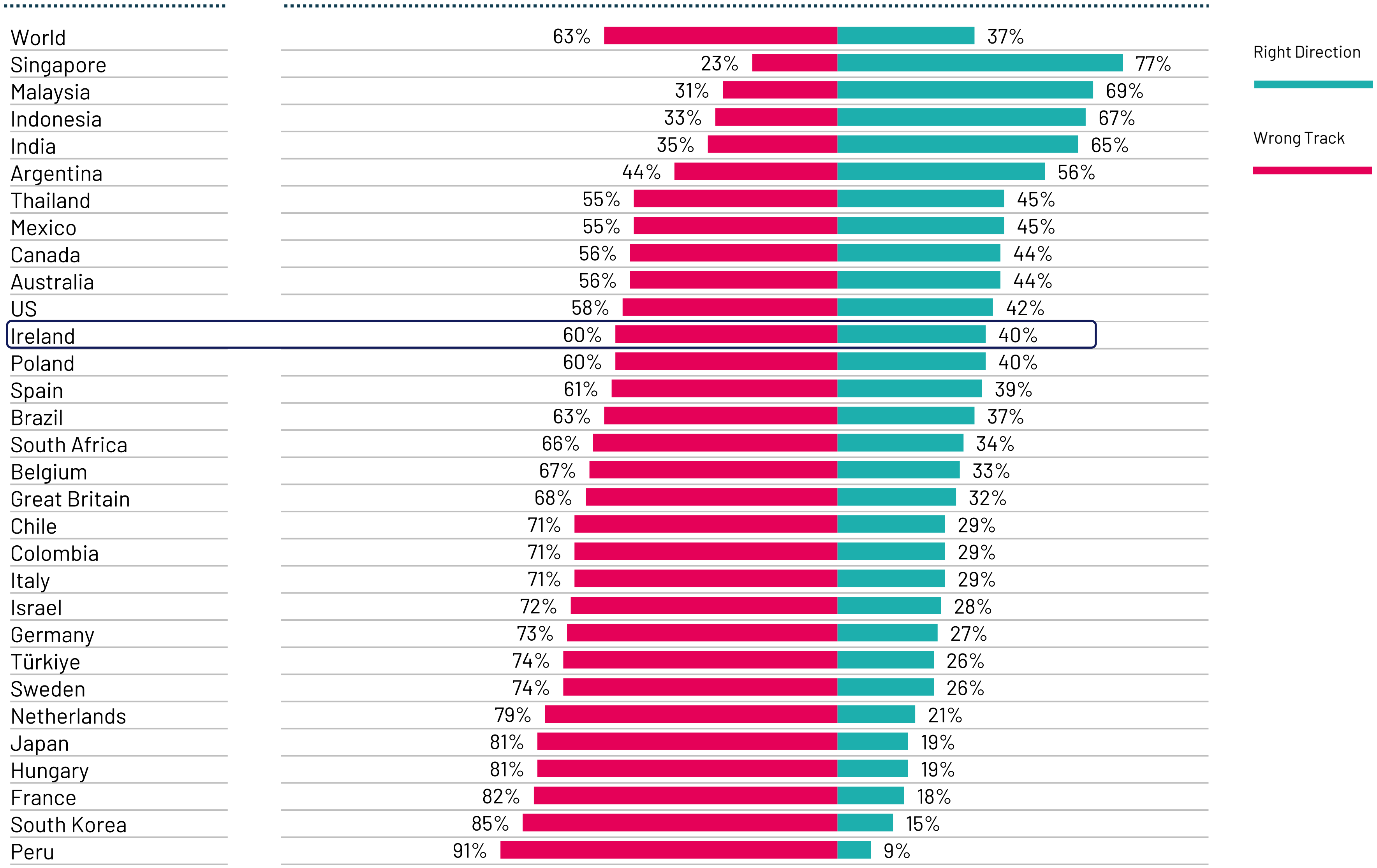
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Ireland | Current Wave: May 25

COUNTRY COMPARISONS

Right vs. Wrong Direction Monitor

Similar to last month, two in five of the population feel that the country is going in the right direction, but 60% feeling we are on the wrong track. Positivity is marginally better than the worldwide average, and leaves us in an above mid-table position

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



Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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

IRELAND'S TOP WORRIES*

World’s top worries

* Please note: as this is a global study, Housing was not included on the list. However, we know from other polling conducted by Ipsos B&A that Housing is the number one priority in Ireland at this time

Ireland's Worries*

Similar to previous waves, healthcare remains the number one issue that Irish respondents agreed with when prompted with a issue of global issues.

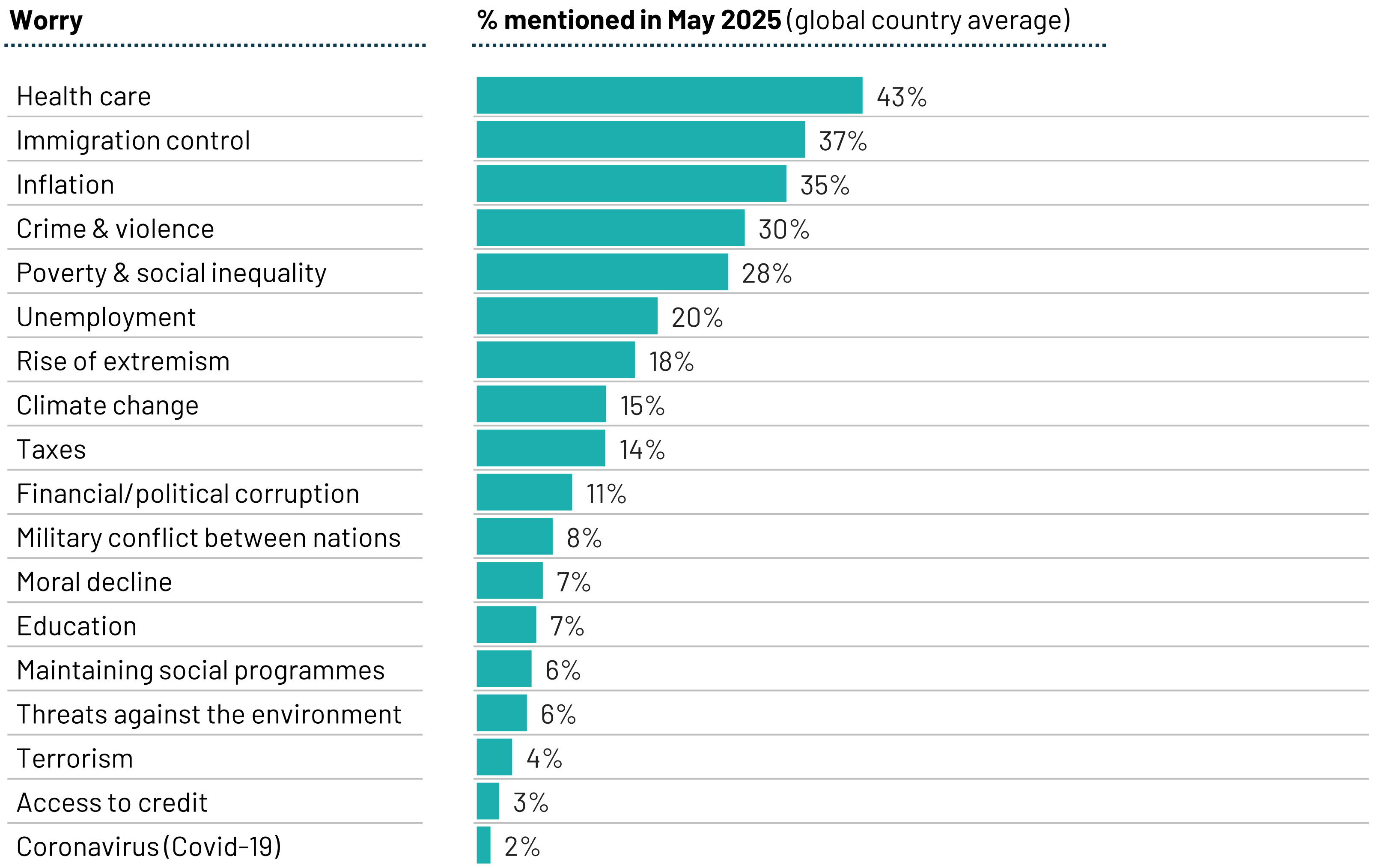
Likewise, immigration remains in second position in terms of order of priority.

Worldwide, the cost of living (33%) is the number one issue, whereas Healthcare ranks sixth, and is mentioned 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: May 25

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

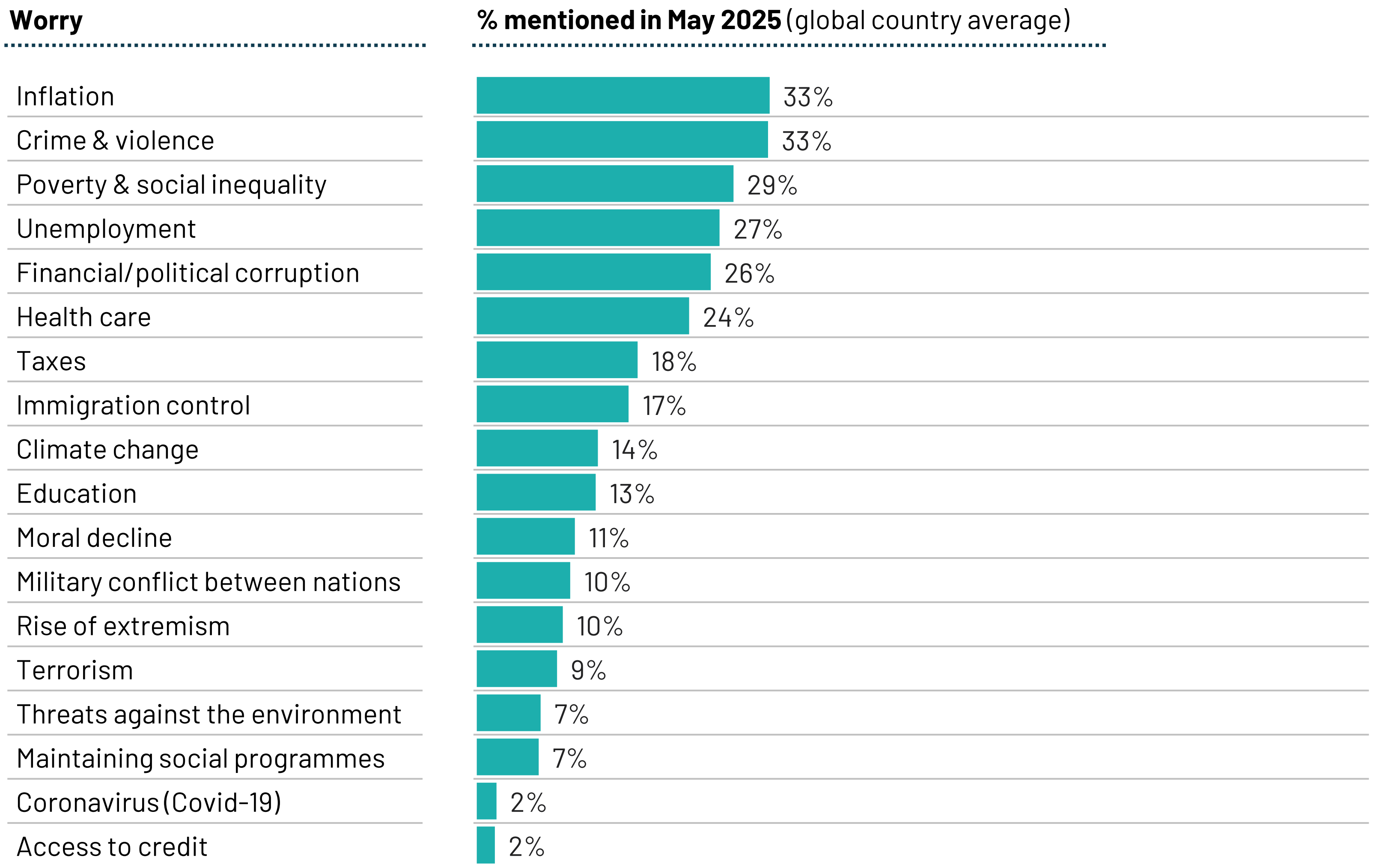


* Please note: as this is a global study, Housing was not included on the list. However, we know from other polling conducted by Ipsos B&A that Housing is the number one priority in Ireland at this time.

World Worries

Internationally, inflation and crime and violence are the top two issues, followed by poverty and social equality.

Priorities unsurprisingly oscillate from country to country.



Worry	**% mentioned in May 2025** (global country average)
Inflation	33%
Crime & violence	33%
Poverty & social inequality	29%
Unemployment	27%
Financial/political corruption	26%
Health care	24%
Taxes	18%
Immigration control	17%
Climate change	14%
Education	13%
Moral decline	11%
Military conflict between nations	10%
Rise of extremism	10%
Terrorism	9%
Threats against the environment	7%
Maintaining social programmes	7%
Coronavirus (Covid-19)	2%
Access to credit	2%

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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

COUNTRY COMPARISON – IRELAND VS GLOBAL

1. Health care

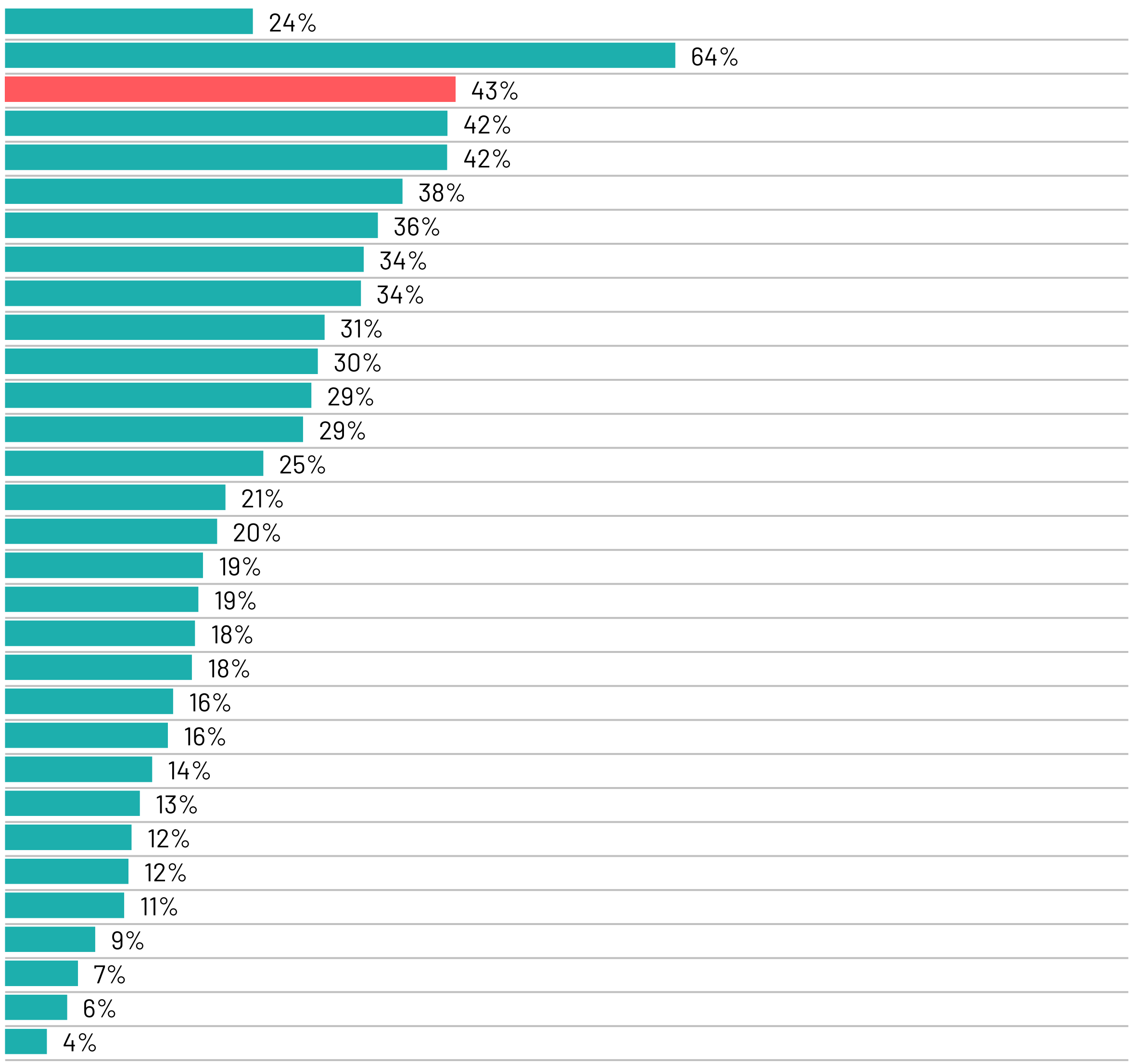
We are second only to Hungary in terms of our concerns about health care, with over two in five expressing disquiet on this issue.

Year on year, we have remained consistent in our attitudes.

Our unease is nearly twice the global average.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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



Country		Change from last month	12-month change
World	24%	+1	+1
Hungary	64%	+5	+11
Ireland	43%	+2	=
Great Britain	42%	+3	+3
Canada	42%	=	-2
Poland	38%	-5	-5
Brazil	36%	-1	-4
Italy	34%	-2	-2
Australia	34%	+3	+6
Spain	31%	=	-2
Singapore	30%	-1	+2
Colombia	29%	-3	+1
Netherlands	29%	+4	-1
France	25%	+1	=
US	21%	-3	=
Mexico	20%	=	-2
Belgium	19%	-3	-2
Sweden	19%	-1	-4
Germany	18%	+1	+2
South Africa	18%	+1	+5
Chile	16%	=	+4
Peru	16%	+2	+4
Argentina	14%	=	-2
India	13%	=	-1
South Korea	12%	=	-7
Japan	12%	+1	+4
Malaysia	11%	+1	+4
Israel	9%	+3	+4
Indonesia	7%	+1	=
Thailand	6%	-3	-2
Türkiye	4%	=	-1

2. Immigration control

We rank third globally in terms of our worries about immigration and are marginally ahead of our nearest neighbours.

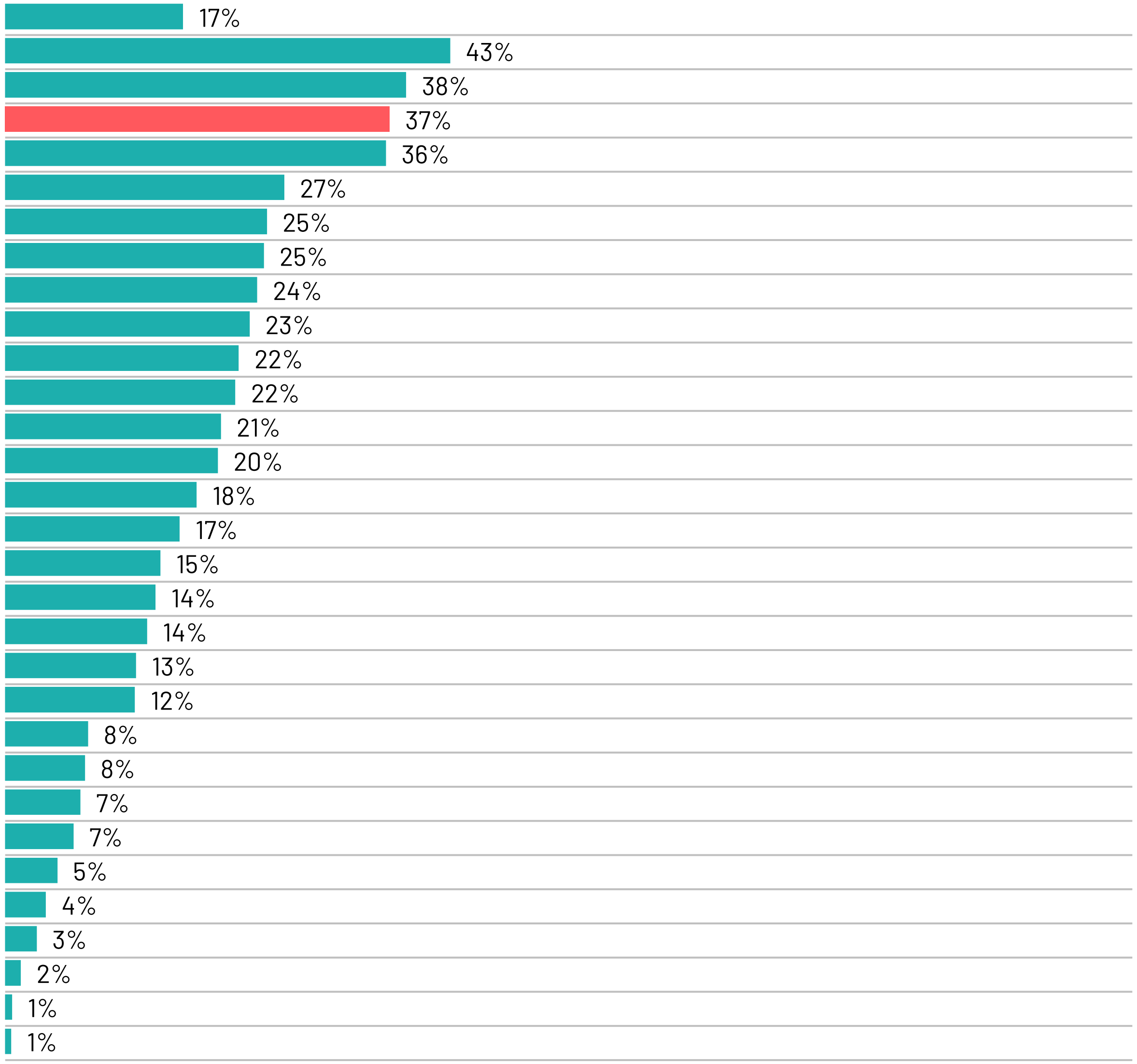
Again, these sentiments have remained consistent over the last year.

Overall, our fears are over double the global average.

.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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



Country		Change from last month	12-month change
World	17%	=	+1
Chile	43%	-4	+3
Germany	38%	-4	+2
Ireland	37%	+1	=
Great Britain	36%	+3	+8
Netherlands	27%	-1	-10
Belgium	25%	+4	-4
France	25%	-1	+6
US	24%	+3	-6
Canada	23%	+1	+3
Türkiye	22%	=	-16
Spain	22%	-2	+7
Australia	21%	+1	+4
Poland	20%	-4	+6
Italy	18%	+1	+2
Sweden	17%	-1	+1
Japan	15%	+2	+4
South Africa	14%	+2	+4
Singapore	14%	-1	+3
Malaysia	13%	=	+3
Peru	12%	=	+4
Thailand	8%	=	+2
India	8%	=	+2
Mexico	7%	-2	+2
Colombia	7%	-1	-1
Israel	5%	=	-1
Hungary	4%	-1	-3
Argentina	3%	=	+1
Brazil	2%	=	+1
Indonesia	1%	-1	-2
South Korea	1%	-1	=

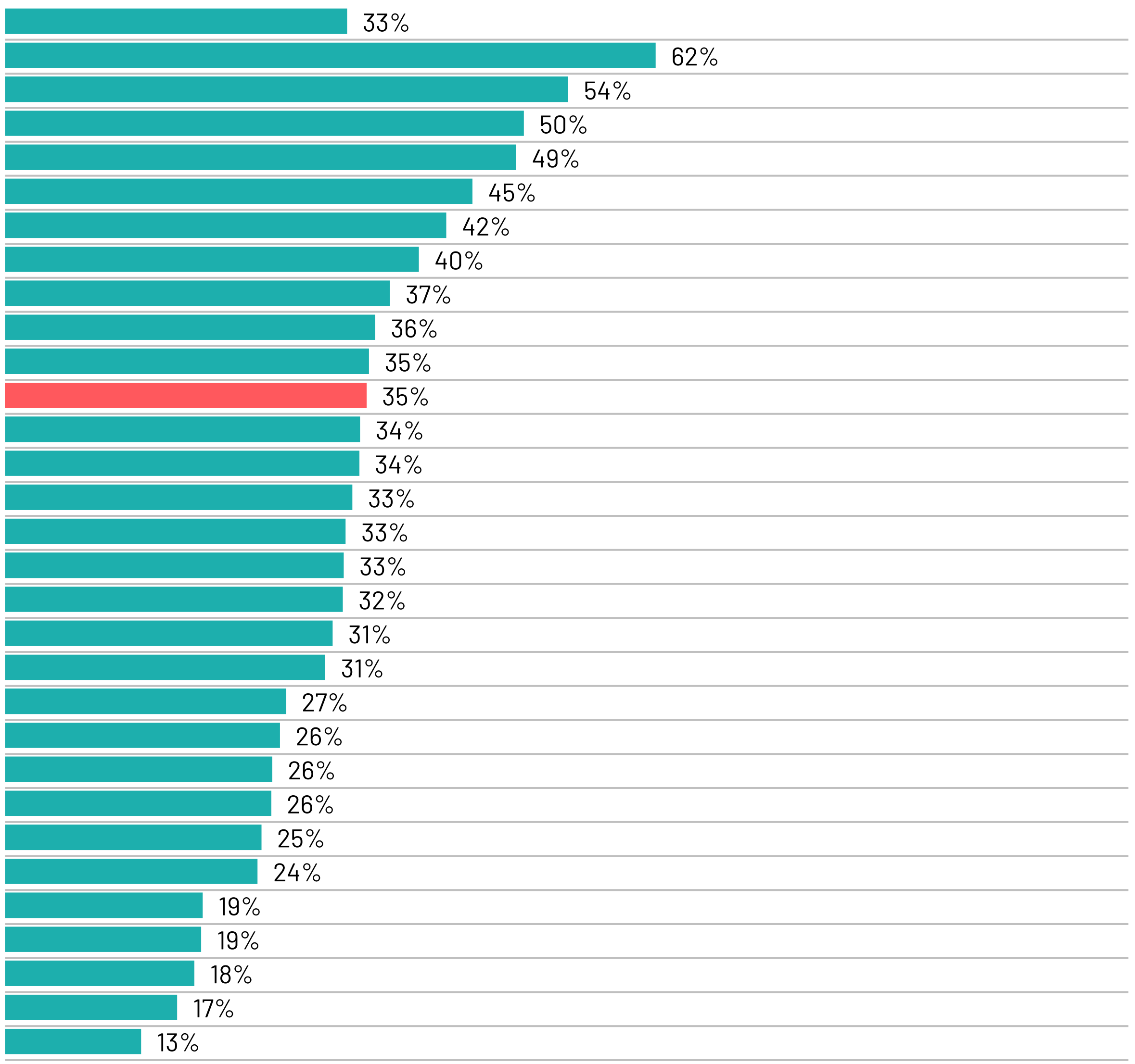
3. Inflation

We are mid-table globally with regards to our attitudes towards inflation/the cost of living.

There has been a marginal uplift in concern for this issue since April.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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

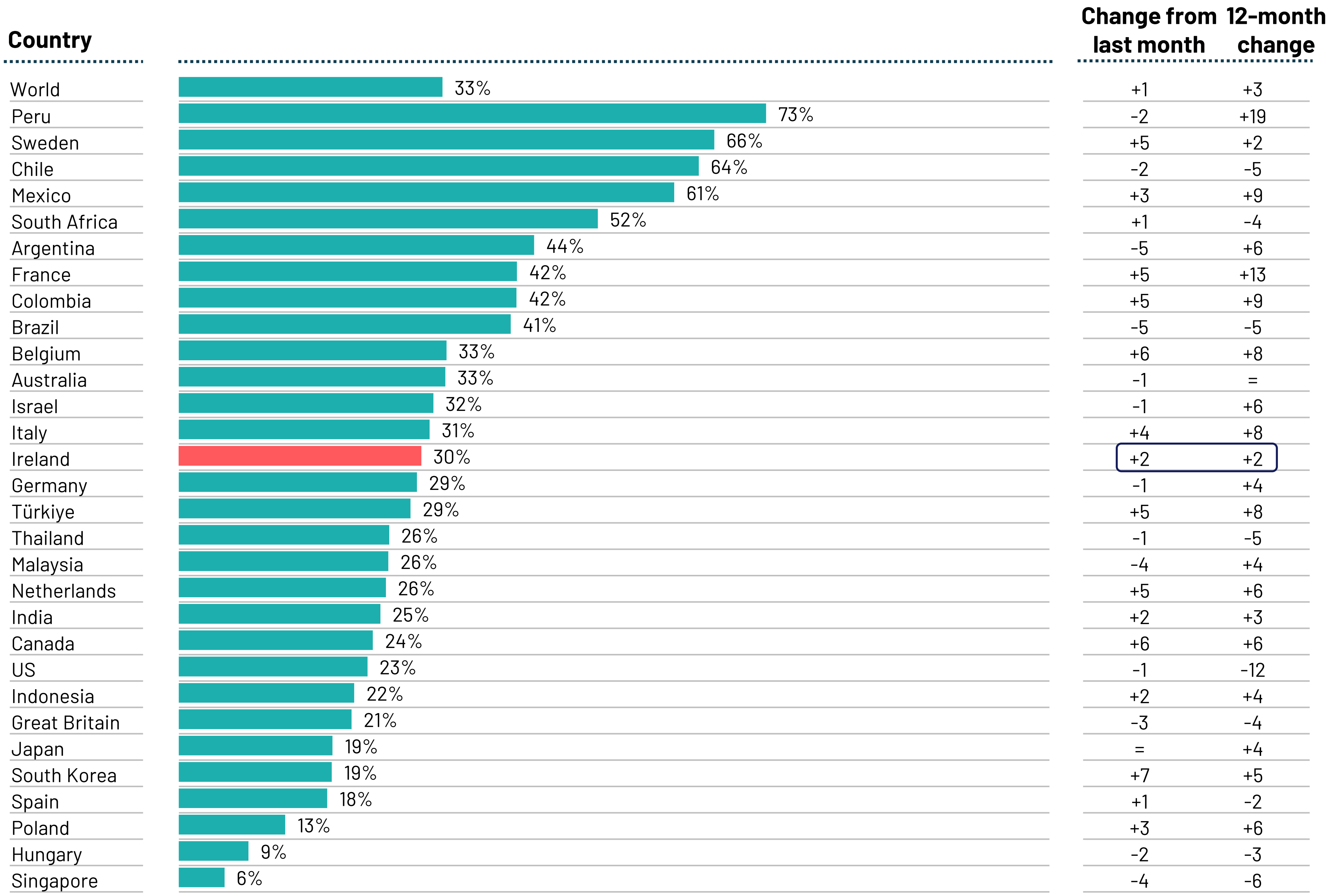


Country		Change from last month	12-month change
World	33%	=	-1
Singapore	62%	+6	+3
Türkiye	54%	-1	-1
Canada	50%	-3	-4
Australia	49%	+3	+2
Hungary	45%	-4	+11
US	42%	+2	-8
Argentina	40%	-1	-11
India	37%	-2	-4
Great Britain	36%	+6	+5
Poland	35%	-2	-8
Ireland	35%	+2	=
South Korea	34%	-4	-11
Malaysia	34%	-1	+4
Brazil	33%	-3	+10
France	33%	+2	-1
Thailand	33%	+2	+6
Japan	32%	-3	+2
Mexico	31%	+2	+7
Germany	31%	-4	-4
Italy	27%	-1	+4
Spain	26%	-3	-3
Belgium	26%	+1	+1
Indonesia	26%	+4	+3
Chile	25%	+7	-4
Netherlands	24%	+1	+2
Israel	19%	+4	+1
Sweden	19%	-6	-6
South Africa	18%	-5	-2
Colombia	17%	-2	-14
Peru	13%	-1	-15

4. Crime & violence

We are slightly below the average compared to the global average in terms of attitudes towards crime and violence.

Year on year, attitudes towards this issue have edged upwards.



Country		Change from last month	12-month change
World	33%	+1	+3
Peru	73%	-2	+19
Sweden	66%	+5	+2
Chile	64%	-2	-5
Mexico	61%	+3	+9
South Africa	52%	+1	-4
Argentina	44%	-5	+6
France	42%	+5	+13
Colombia	42%	+5	+9
Brazil	41%	-5	-5
Belgium	33%	+6	+8
Australia	33%	-1	=
Israel	32%	-1	+6
Italy	31%	+4	+8
Ireland	30%	+2	+2
Germany	29%	-1	+4
Türkiye	29%	+5	+8
Thailand	26%	-1	-5
Malaysia	26%	-4	+4
Netherlands	26%	+5	+6
India	25%	+2	+3
Canada	24%	+6	+6
US	23%	-1	-12
Indonesia	22%	+2	+4
Great Britain	21%	-3	-4
Japan	19%	=	+4
South Korea	19%	+7	+5
Spain	18%	+1	-2
Poland	13%	+3	+6
Hungary	9%	-2	-3
Singapore	6%	-4	-6

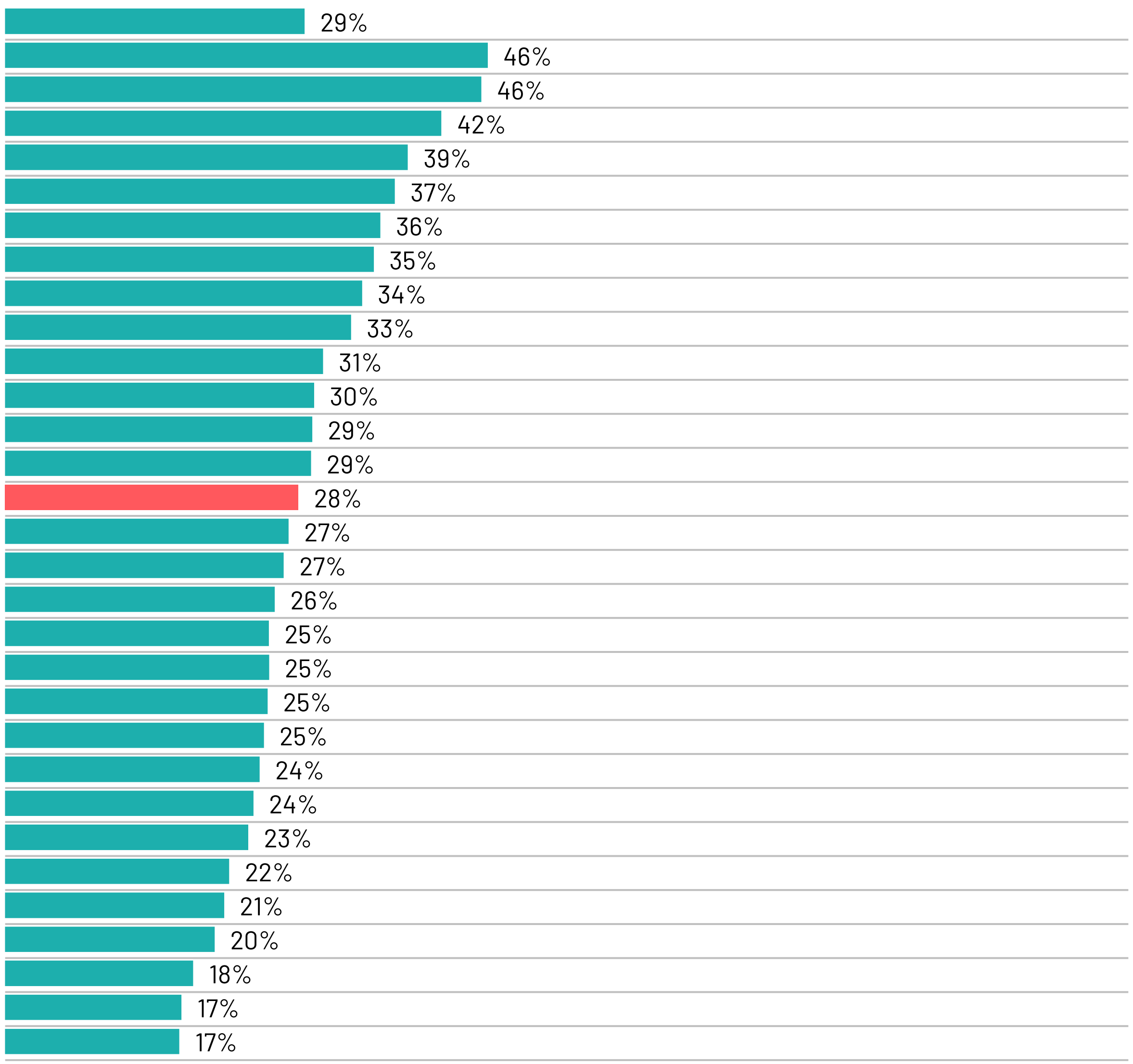
Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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

5. Poverty & social inequality

Close to three in ten cite poverty and social inequality as a source of alarm, which is on a par with the global average.

This issue has remained stable over the past year.



Country		Change from last month	12-month change
World	29%	+1	-1
Argentina	46%	+7	+5
Indonesia	46%	+5	+8
Hungary	42%	+2	-5
Thailand	39%	=	-5
Japan	37%	+4	+4
Türkiye	36%	+2	-3
Netherlands	35%	+4	-2
Colombia	34%	+2	=
Brazil	33%	-1	-6
Germany	31%	=	-2
Belgium	30%	+3	+2
South Africa	29%	-2	-3
Mexico	29%	+4	+4
Ireland	28%	+1	=
Italy	27%	-1	=
Great Britain	27%	-2	=
South Korea	26%	+6	=
Peru	25%	-7	-3
Australia	25%	-3	-4
Malaysia	25%	-5	-6
Chile	25%	+2	-4
Canada	24%	-1	-4
Spain	24%	=	-2
Sweden	23%	+2	-1
Israel	22%	-7	+4
France	21%	-3	-8
Singapore	20%	+1	+7
Poland	18%	=	-1
US	17%	-5	-2
India	17%	-2	-6

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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

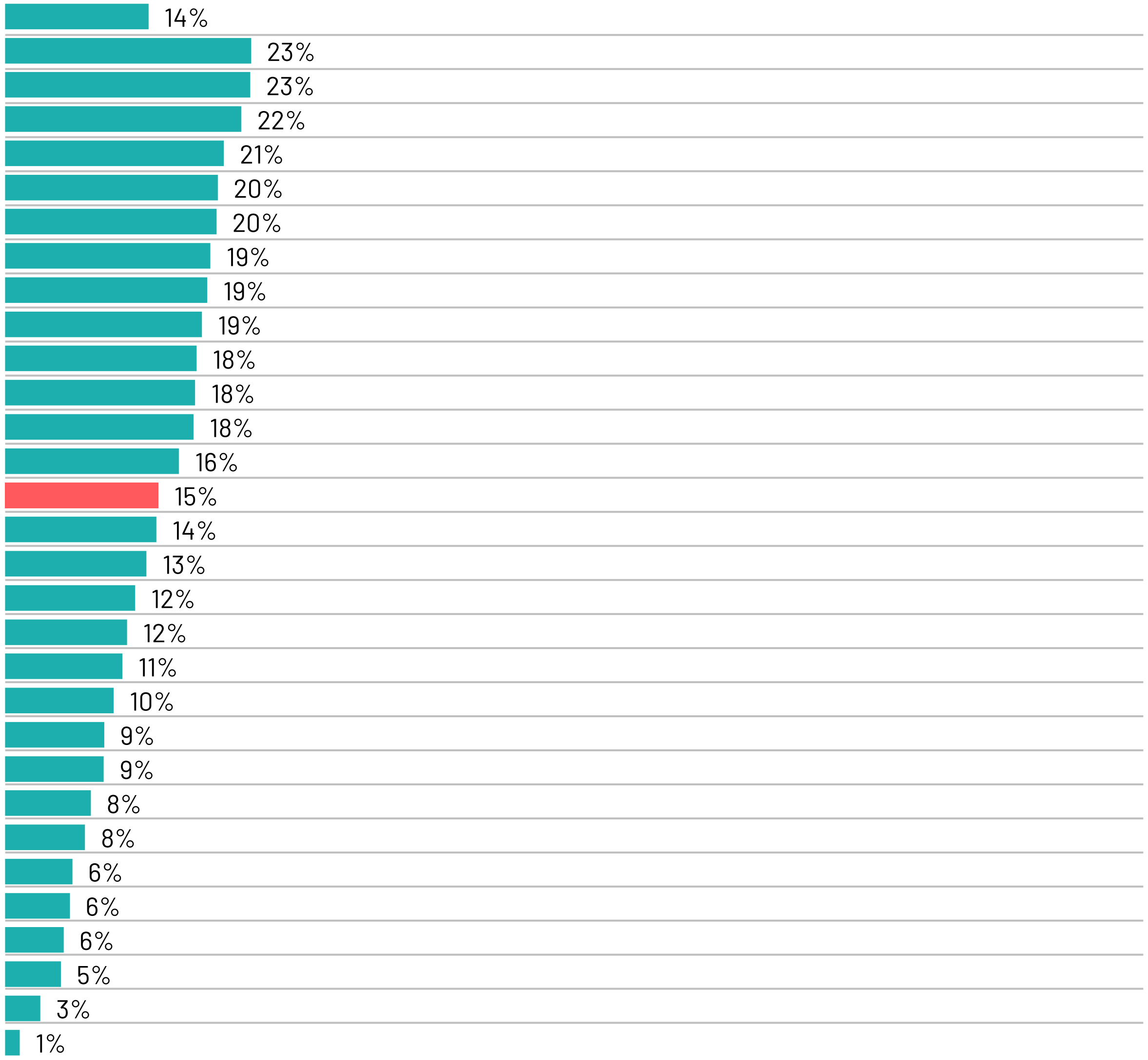
6. Climate Change

Just one in seven are concerned about climate change (again on a par with the global average).

Climate change as an issue increased by four percentage points since May of 2024.

Base: Representative sample of 24,737 adults aged 16-74 in 30 participating countries, April 25th 2025 - May 9th 2025.

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



Country	% choosing climate change as a worry	Change from last month	12-month change
World	14%	-1	-2
Japan	23%	-4	-2
Germany	23%	+6	-1
Netherlands	22%	-2	-3
Singapore	21%	-4	-6
Australia	20%	-1	-2
Thailand	20%	-5	-9
France	19%	=	-1
Sweden	19%	+2	+4
Great Britain	19%	+1	-3
South Korea	18%	-4	+1
Italy	18%	-2	-5
Spain	18%	=	+2
Canada	16%	+2	-6
Ireland	15%	-1	+4
Poland	14%	-1	=
Belgium	13%	-2	-6
Mexico	12%	-4	-11
US	12%	-1	-5
India	11%	-2	+1
Brazil	10%	-4	+2
Indonesia	9%	-5	-14
Türkiye	9%	+4	-2
South Africa	8%	=	+1
Malaysia	8%	-6	-5
Colombia	6%	-5	-12
Peru	6%	+1	+1
Argentina	6%	+2	+3
Chile	5%	=	=
Hungary	3%	-5	-4
Israel	1%	-1	-4

THANK YOU

Ipsos B&A

@banda_ie

NAME:
Paul Moran
DETAILS:
paul.moran@Ipsos.com

NAME:
Jimmy Larsen
DETAILS:
jimmy.larsen@Ipsos.com

NAME:
Pooja Sankhe
DETAILS:
pooja.sankhe@Ipsos.com