IPSOS B&A CONSUMER CONFIDENCE

June 2025

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INTRODUCTION

Introduction

1

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

2

Survey results are based on a sample of 1,028 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 30th May – 13th June 2025.

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KEY HIGHLIGHTS

Uncertainty remains the order of the day, as the public is still guarded.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 30th May – 13th June 2025.

As the dust settles following on the from the shock announcements of proposed eye-watering transatlantic tariffs, the public is taking a more measured approach.

Consumer confidence has recovered slightly in June, with a net rating of -45 (those feeling downbeat versus those feeling more upbeat). This compares with -49 last month and -61 in April. The initial jolt has worn off. That is not to say that there is a new dawn – we are still deeply in negative territory.

59% anticipate that the country to be worse off in the year ahead, with a mere 14% 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 35-54, and C2DEs.

Those households who claim to be "coping" with the cost-of-living crisis now stands at 62% vs. 68% in May. In addition, one in five claim to be struggling. Inflation has declined from the high watermark of 2022, but there are still key pinch points, particularly in terms of food inflation.

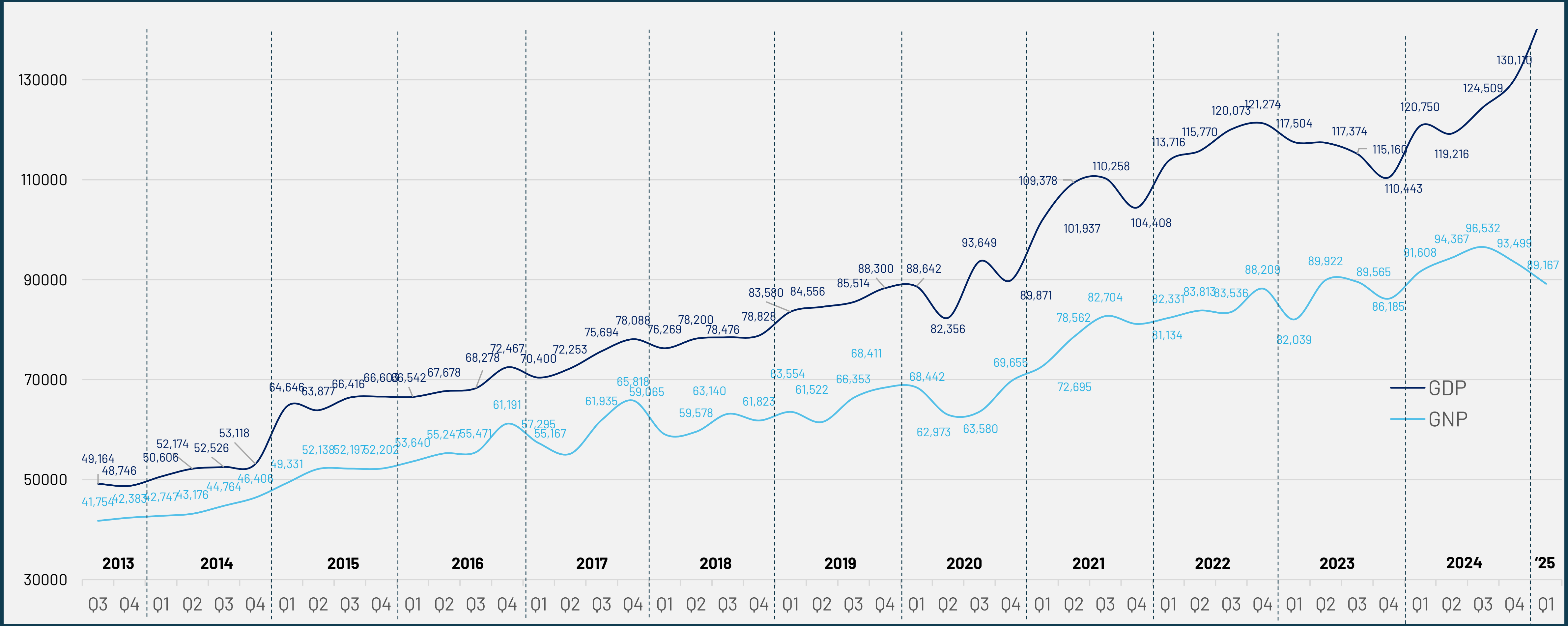
Over two in five (41%) expect their net income to decline over the next 12 months, with 22% being positive about the year ahead. Throughout the results, Dubliners are most positive in their appraisals.

Nearly half overall (47%) think they will spend less over the year ahead, with just one in eight planning to spend more. This is also reflected in saving intentions – 47% plan to save less, compared to just one in five intending to boost their savings.

Householders in general do believe that their net asset wealth will increase over the next year. However, this again is largely driven by Dubliners – 41% of them forecast an increase in asset value, compared to just 29% outside of the capital.

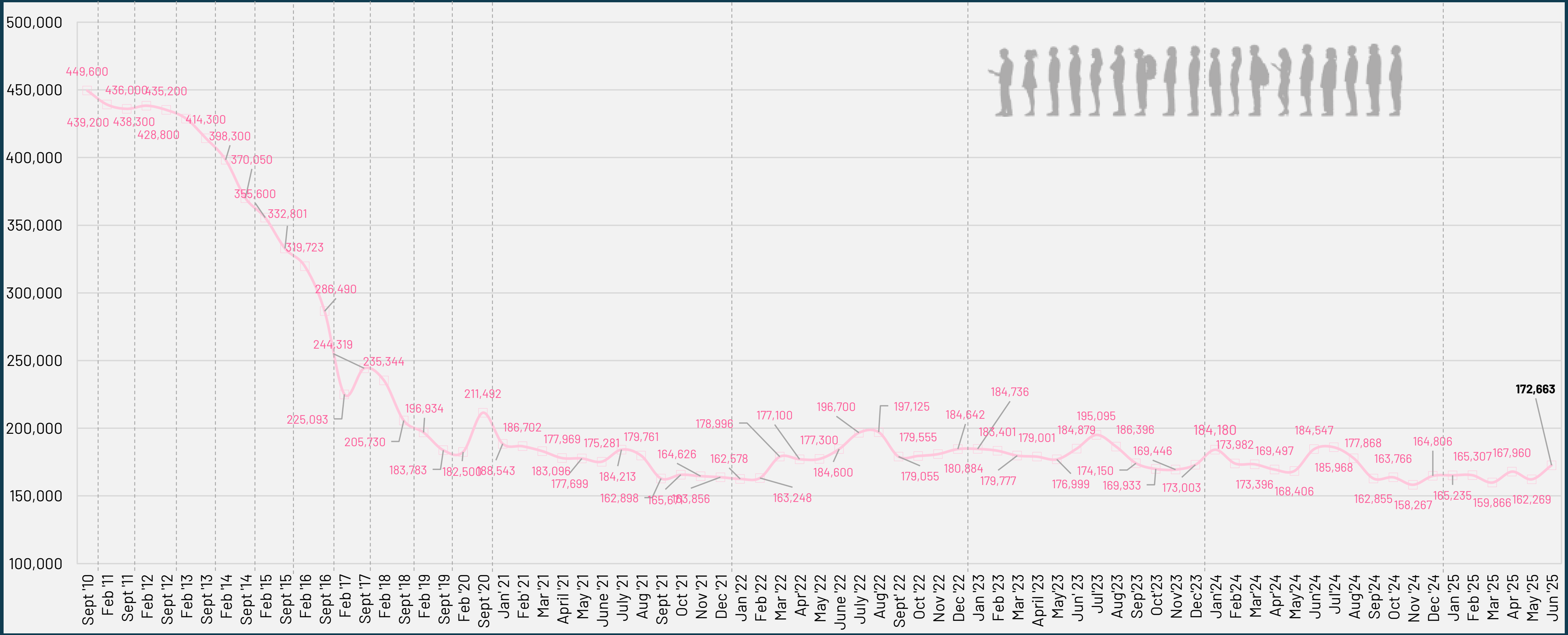
MACRO CONTEXT

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 the potential of a tariff rollout.



Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register total stood at 172,663 in June 2025, compared to 184,547 in June 2024.



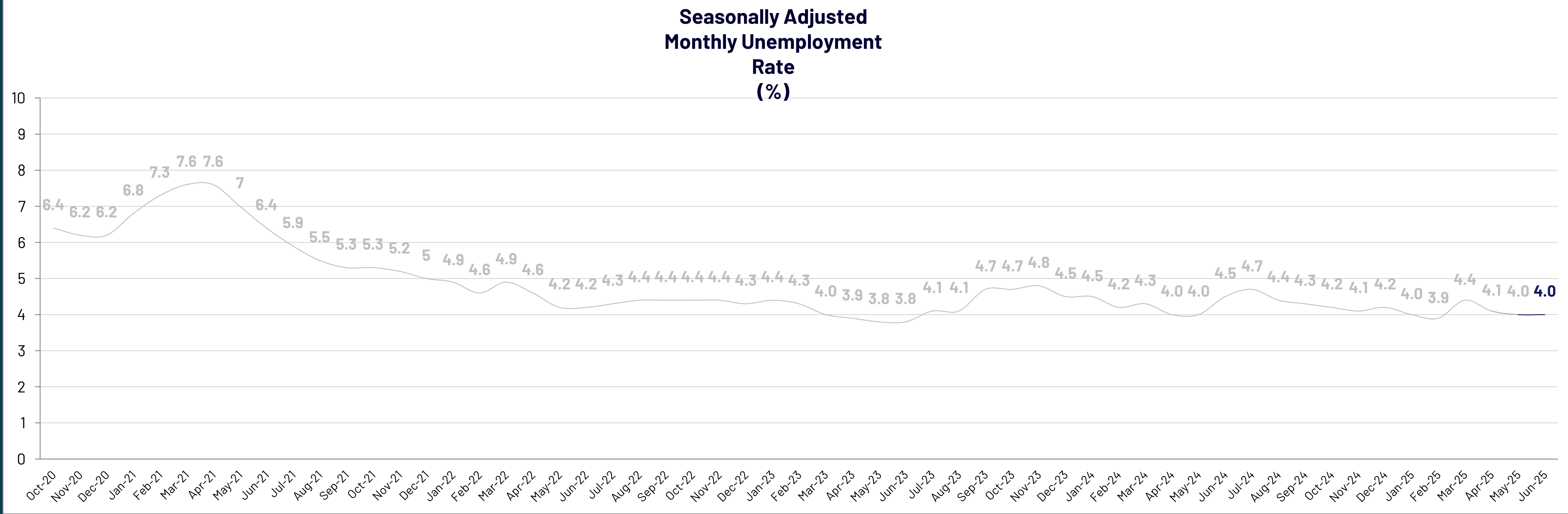
Source: www.CSO.ie Quarterly National Accounts

*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.

The provisional Seasonally Adjusted Monthly Unemployment Rate remains at 4.0%, representing full employment.

Seasonally Adjusted Monthly Unemployment Rate

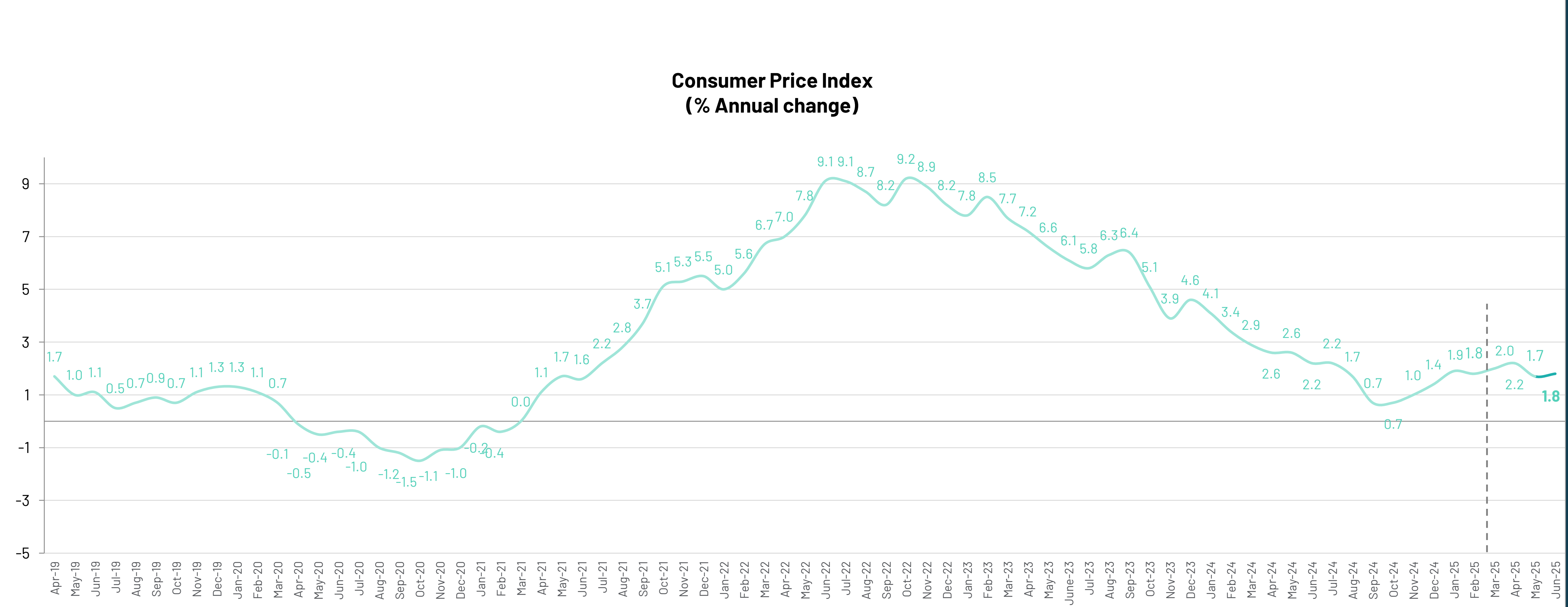
Forecasted figures are subject to revision.



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

Inflation has increased marginally in June and now stands at 1.8%; still better than the two percent target.

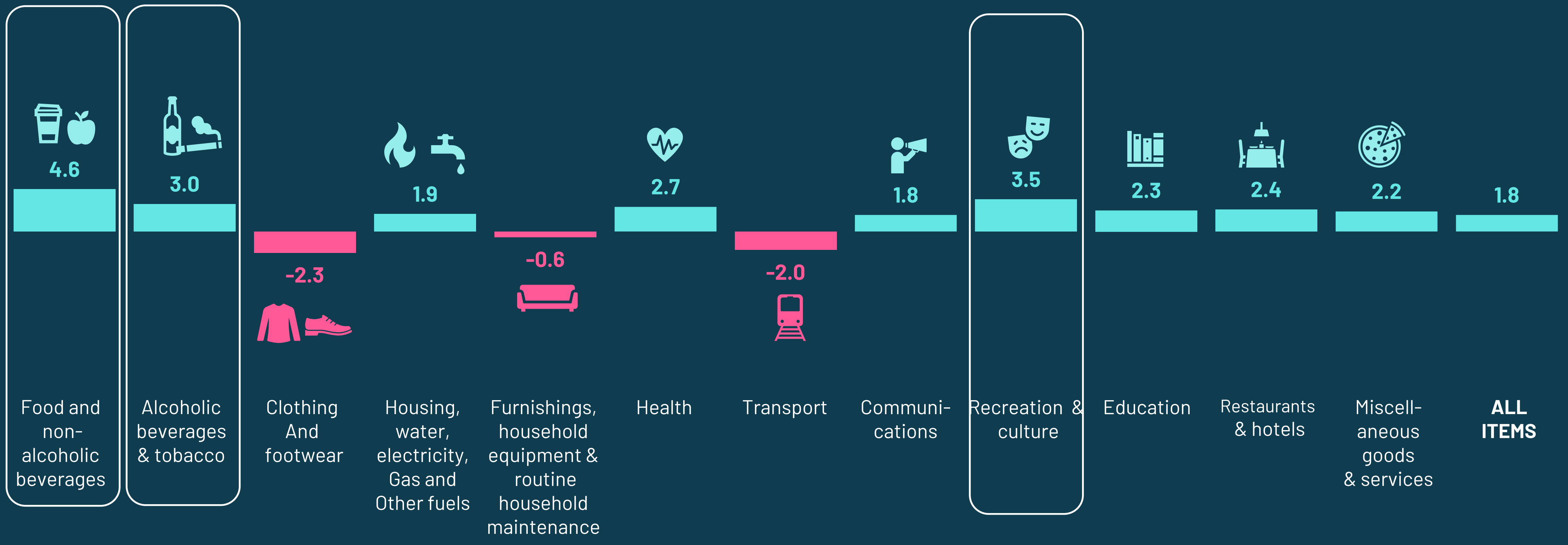
Consumer Price Index (% Annual change)



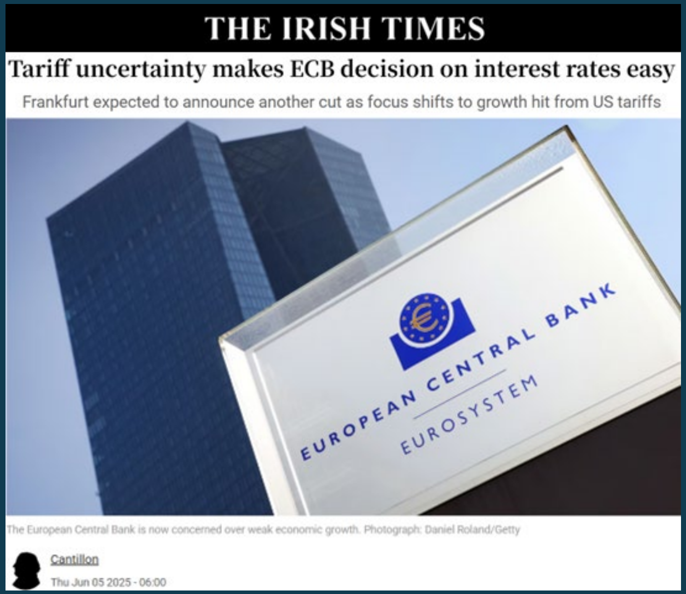
Source: www.CSO.ie *Consumer Price Index (% Annual change)*

Sectoral Inflation is highest among Food & non-alcoholic beverages (+4.6%), Recreation and culture (3.5%) and Alcoholic beverages and tobacco (+3.0%). The Clothing/footware and Transport segments have seen the greatest decline.

Consumer Price Index by Sector (% Annual change)



Ongoing tariff conflicts, rising geopolitical tensions along with food inflation remain at the forefront of media discourse.


THE IRISH TIMES

Tariff uncertainty makes ECB decision on interest rates easy

Frankfurt expected to announce another cut as focus shifts to growth hit from US tariffs

The European Central Bank is now concerned over weak economic growth. Photograph: Daniel Roland/Getty

Cantillon

Thu Jun 05 2025 - 06:00


THE IRISH TIMES

Consumer spending remains strong despite global uncertainty

Activity significantly outpacing 2% rate of consumer price inflation

People are spending despite global uncertainty and the enduring cost of living crisis, according to the latest report from Bank of Ireland. Photograph Nick Bradshaw

Conor Pope

Wed Jun 11 2025 - 05:00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Will the price of my weekly grocery shop ever fall?

Updated / Friday, 6 Jun 2025 09:18

'From what goods end up in our basket to the price paid for ingredients, the market for goods is also more global than we realise'

By Oliver Browne
UCC

More from UCC


THE IRISH TIMES

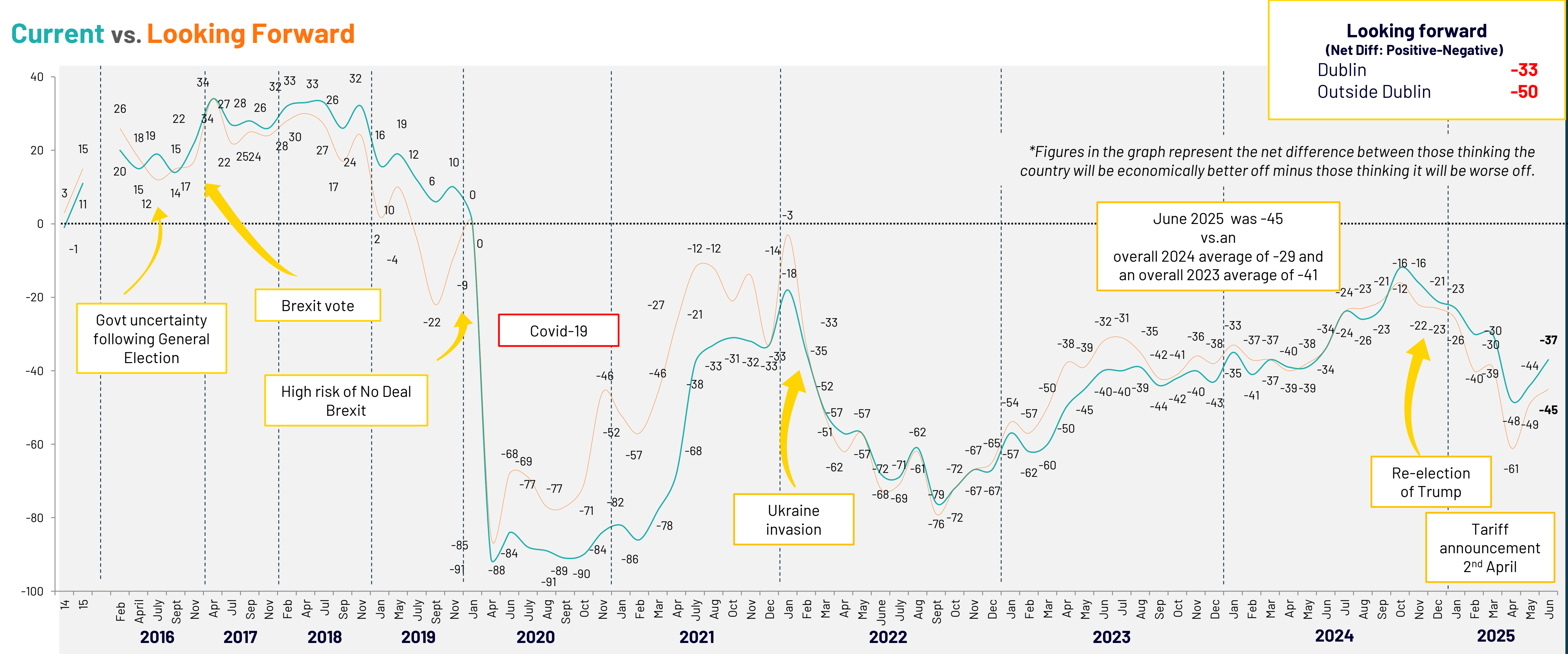
Ireland's grocery prices are still soaring. How can that be?

The cost-of-living crisis is still being felt painfully in the weekly shop, yet the consumer protection watchdog has found no evidence of price gouging

Rising supermarket prices: Oliver Browne, a lecturer in the UCC economics department, says almost everything that could go wrong, has gone wrong. Photograph: iStock

CONSUMER CONFIDENCE FINDINGS

Consumer confidence has edged upwards this month, from -49 in May to -45 currently (and from -61 in April). It remains however, deeply embedded in pessimism.



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 the middle-aged cohort.

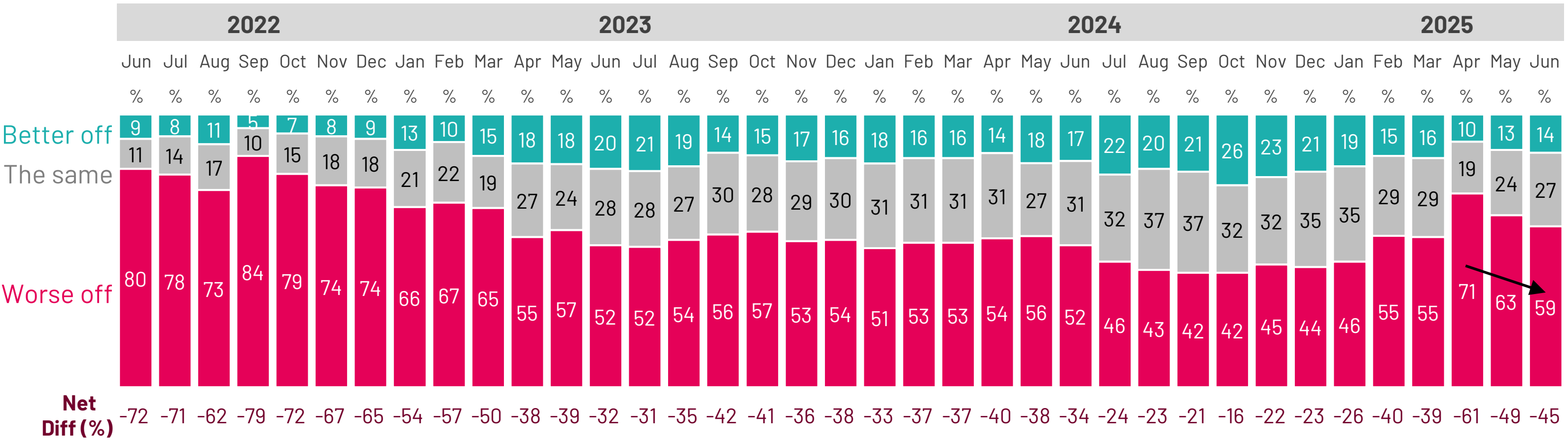
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
	-45	-38	-52	-30	-54	-49	-41	-50	-33	-50	-46	-42
May '25	-49%	-42%	-56%	-24%	-56%	-64%	-45%	-54%	-35%	-55%	-51%	-43%
Apr '25	-61%	-55%	-67%	-61%	-66%	-42%	-64%	-75%	-57%	-65%	-54%	-64%
Mar '25	-39%	-30%	-48%	-24%	-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%
Aug '22	-62%	-56%	-69%	-54%	-69%	-63%	-61%	-64%	-53%	-66%	-64%	-53%

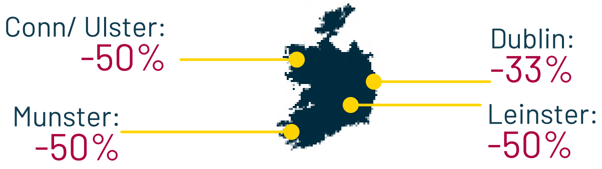
Base: All Adults 16+

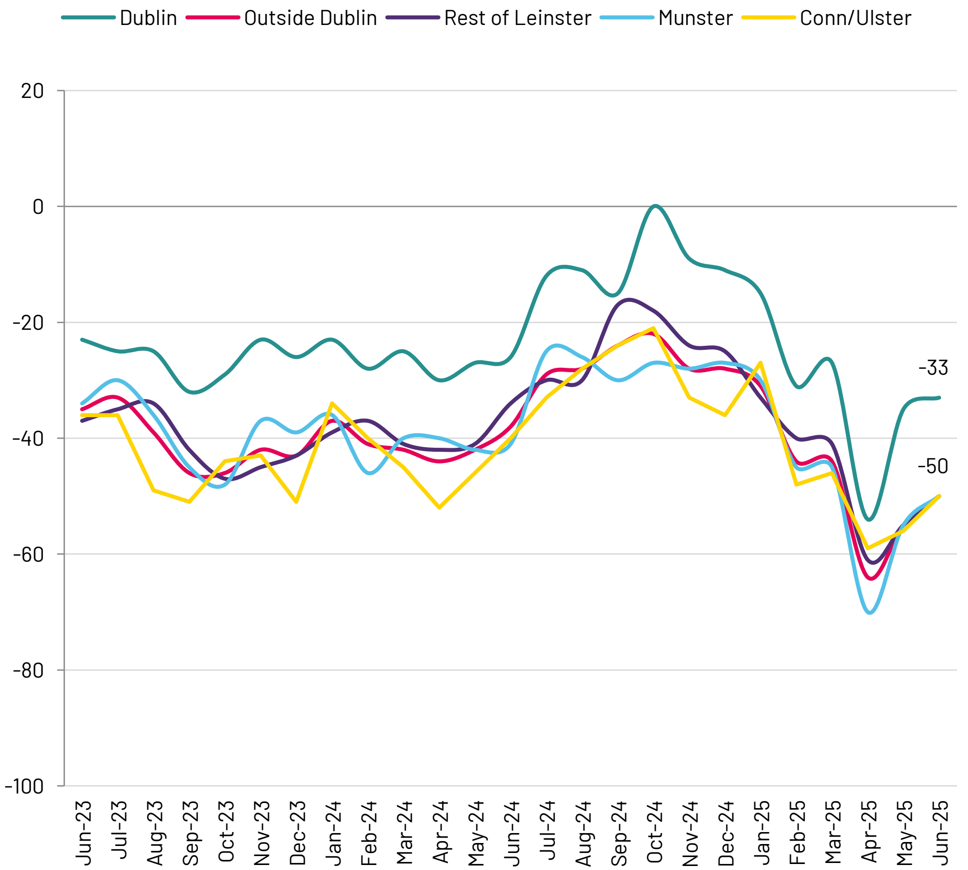
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Three in five (59%) believe that the nation will be worse off over the year ahead. Negativity has subsided since the low point in April, but just one in seven are upbeat.

	Looking Forward '22							Looking Forward '23													Looking Forward '24																LF '25				
	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	Jun
Dublin	-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	-33
Outside Dublin	-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	-50







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

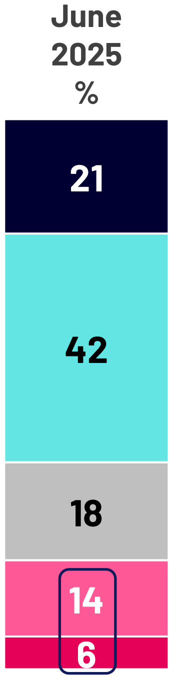
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38

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

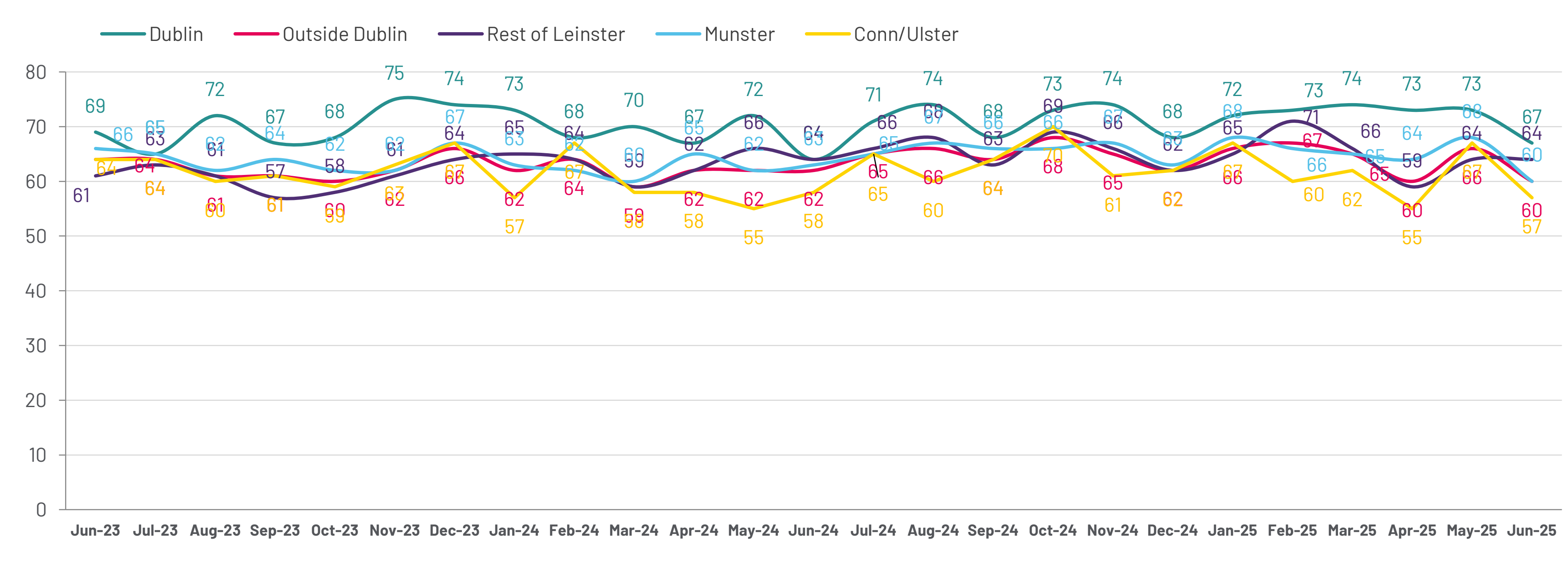
2025					
Jan	Feb	Mar	Apr	May	Jun
-26	-40	-39	-61	-49	-45

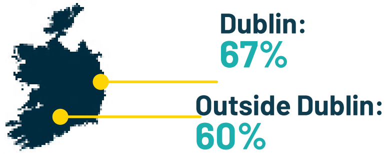
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Just over three in five households feel that they are coping with rising prices. A sizeable minority (20%) are feeling the pinch.



Any Coping 62%





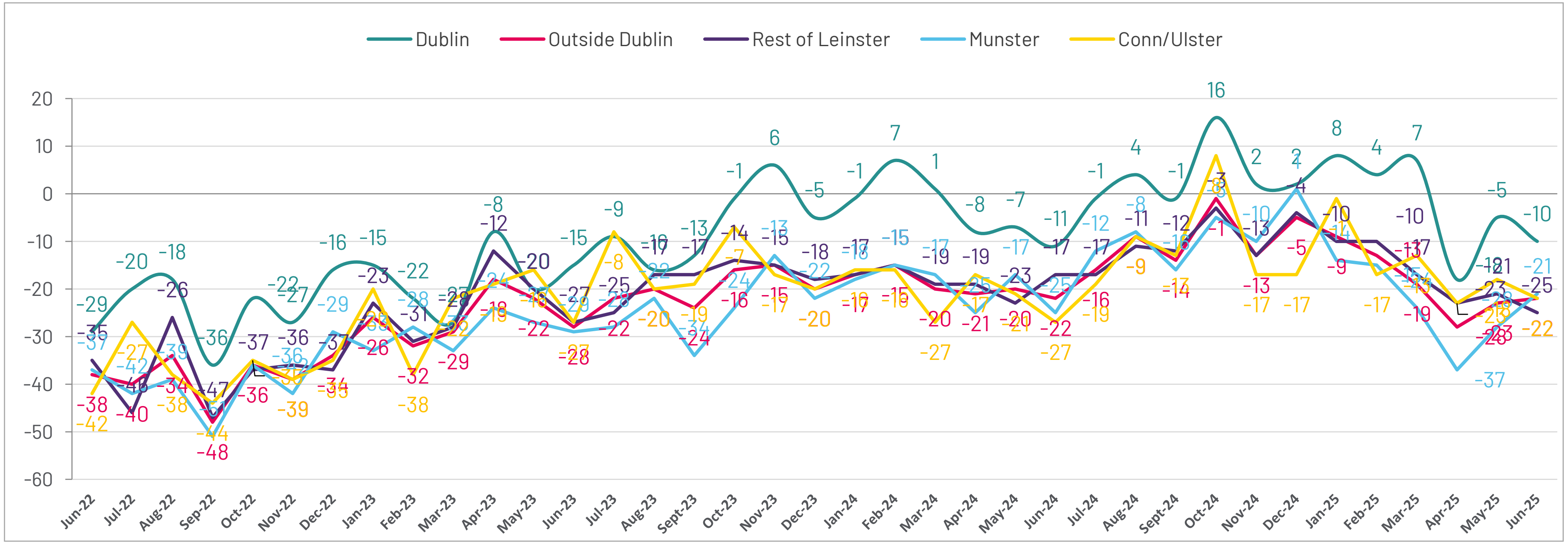
The proportion of Dubliners who are "coping" with the cost-of-living crisis remains higher than the rest of the country – two in three (67%) of them are comfortable to some extent, although this is down six points since May. Those aged 55+ are most likely to say they are "definitely coping" (29%), but those in Conn/Ulster are most likely to be struggling-27% of them are having difficulties.

	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	Jun 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	62

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

Over two in five (41%) expect their net income to decline in the next 12 months, with (22%) being optimistic about the next year.

	June 2025 %
Higher	22
The same	38
Lower	41
Net Diff (GAP)	-19



Dublin: **-10%**

Outside Dublin: **-22%**

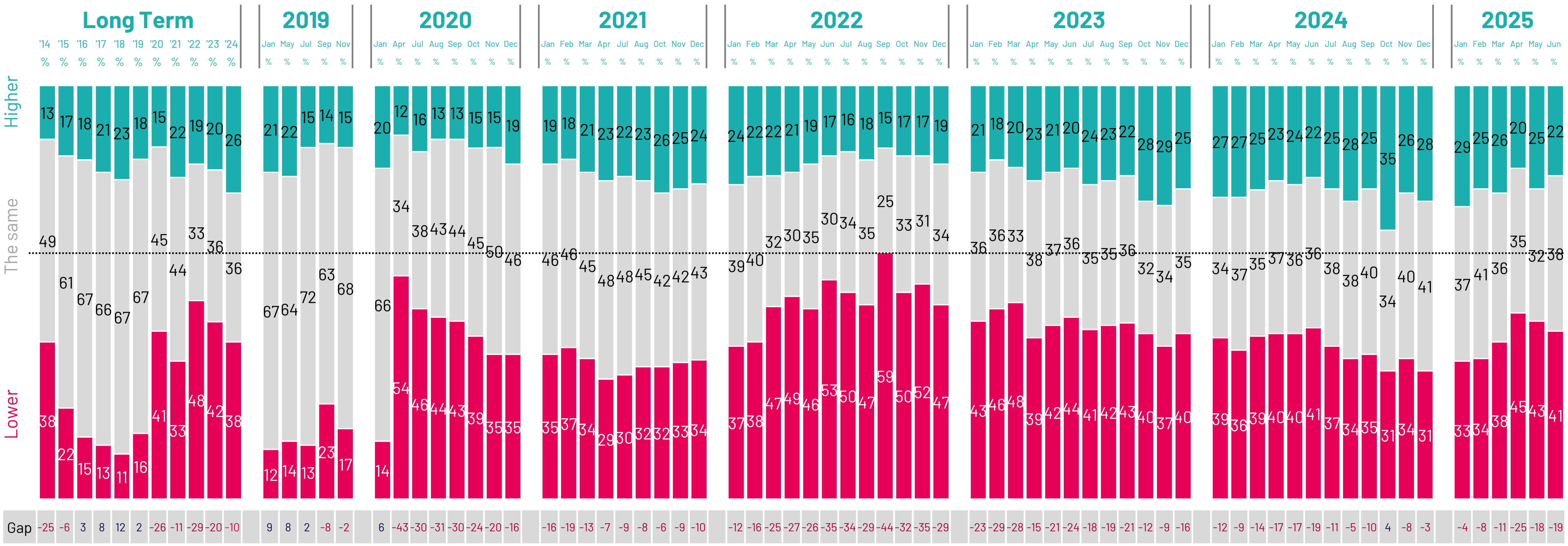
Those living outside of Dublin are much more pessimistic. However, one in three of younger respondents (16-34 year olds) feel their income will increase.

	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	Jun
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	-19

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...

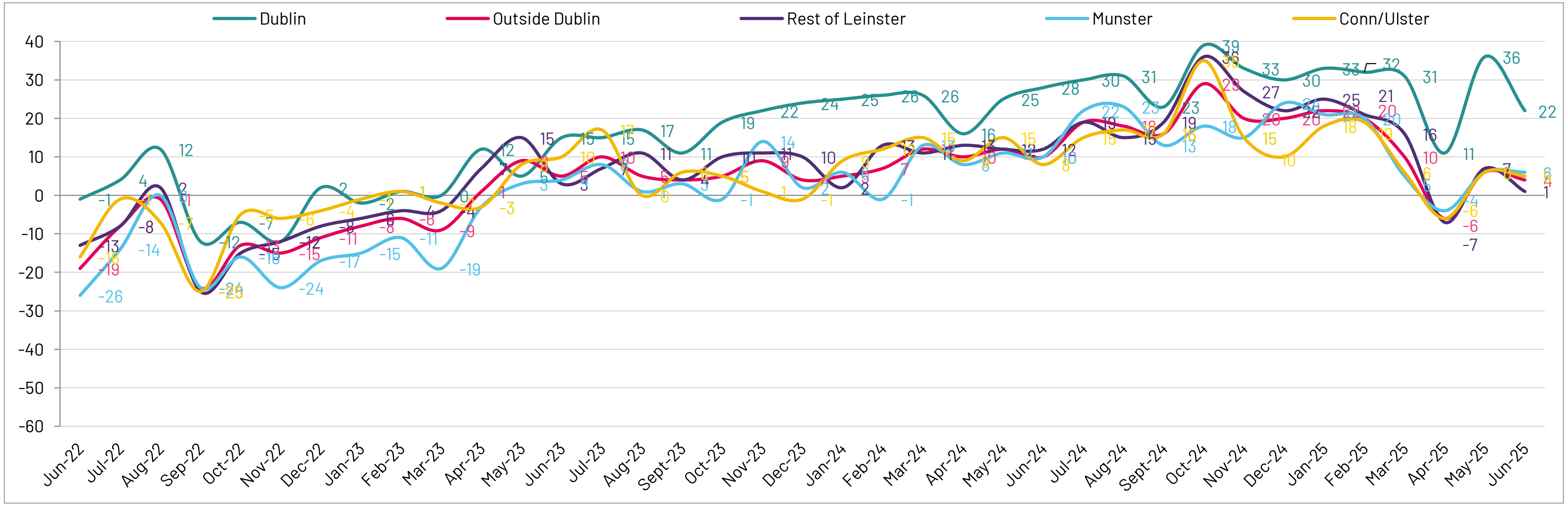


Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Perceived asset growth over the next 12 months is in positive territory overall (although slightly down since May). The gap between Metropolitans and others is quite pronounced.

Base: All Adults 16+

	June 2025 %
Higher	33
The same	44
Lower	24
Net Diff* (GAP)	**+9%**



Dublin: +22%

Outside Dublin: +4%

Dubliners continue to have the highest net positive outlook for the value of personal Assets. All regions are in positive territory. Urbanites and ABC1s are most optimistic.

* 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

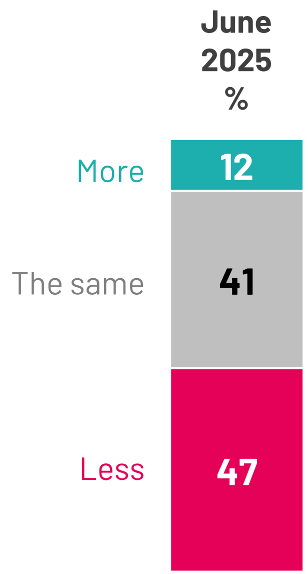
	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10

	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

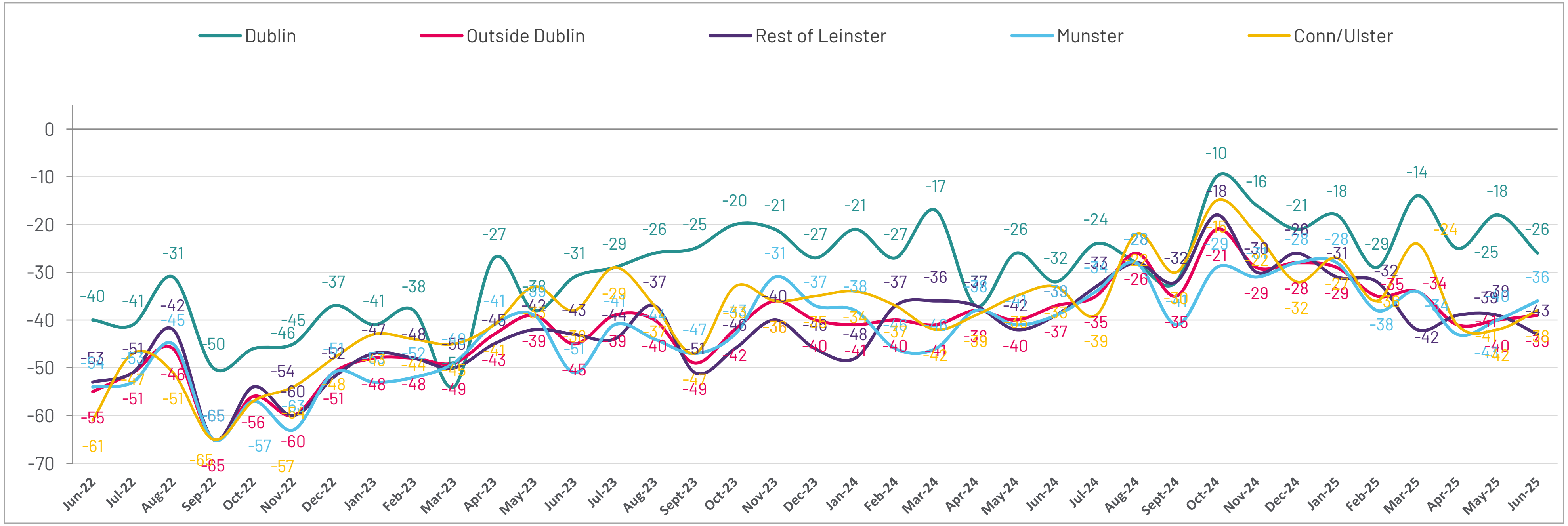
	2025					
	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	+25	+24	+16	-1	+15	+9

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 eight believe they will *spend* more in the year ahead. Nearly half predict they will cut back on expenditure.



Net Diff (GAP) **-35%**



Dublin: **-26%**

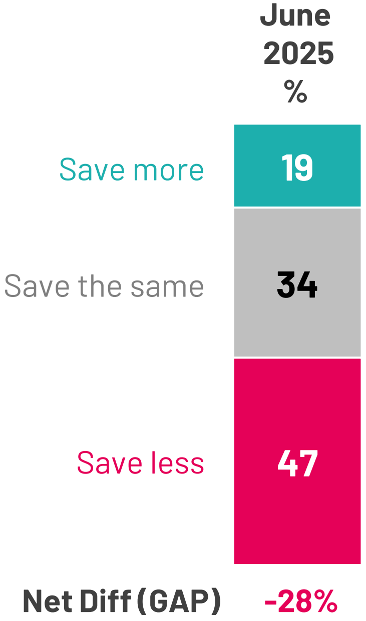
Outside Dublin: **-39%**

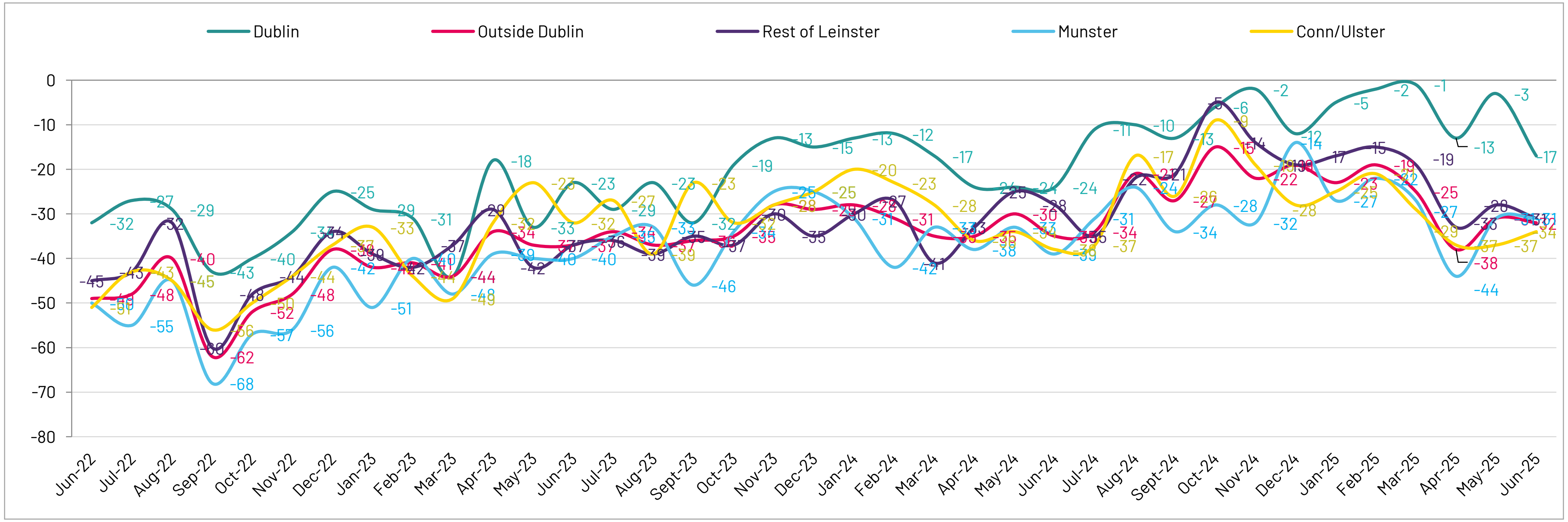
C2DEs and Females are most likely to intend curtaining their spending over the next 12 months (53% in both instances saying they will spend less).

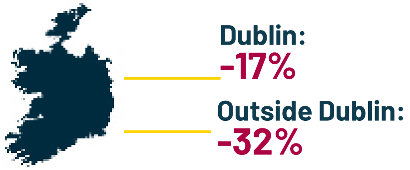
	2021						2022												2023												2024												2025					
	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	-2	-11	-13	-14	-14	-21	-19	-25	-35	-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	-35

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 five (19%) being in a position, or willing, to save more.







Those with the lowest saving intentions tend to be female (51%), C2DEs (53%) or aged 55+ (52%).

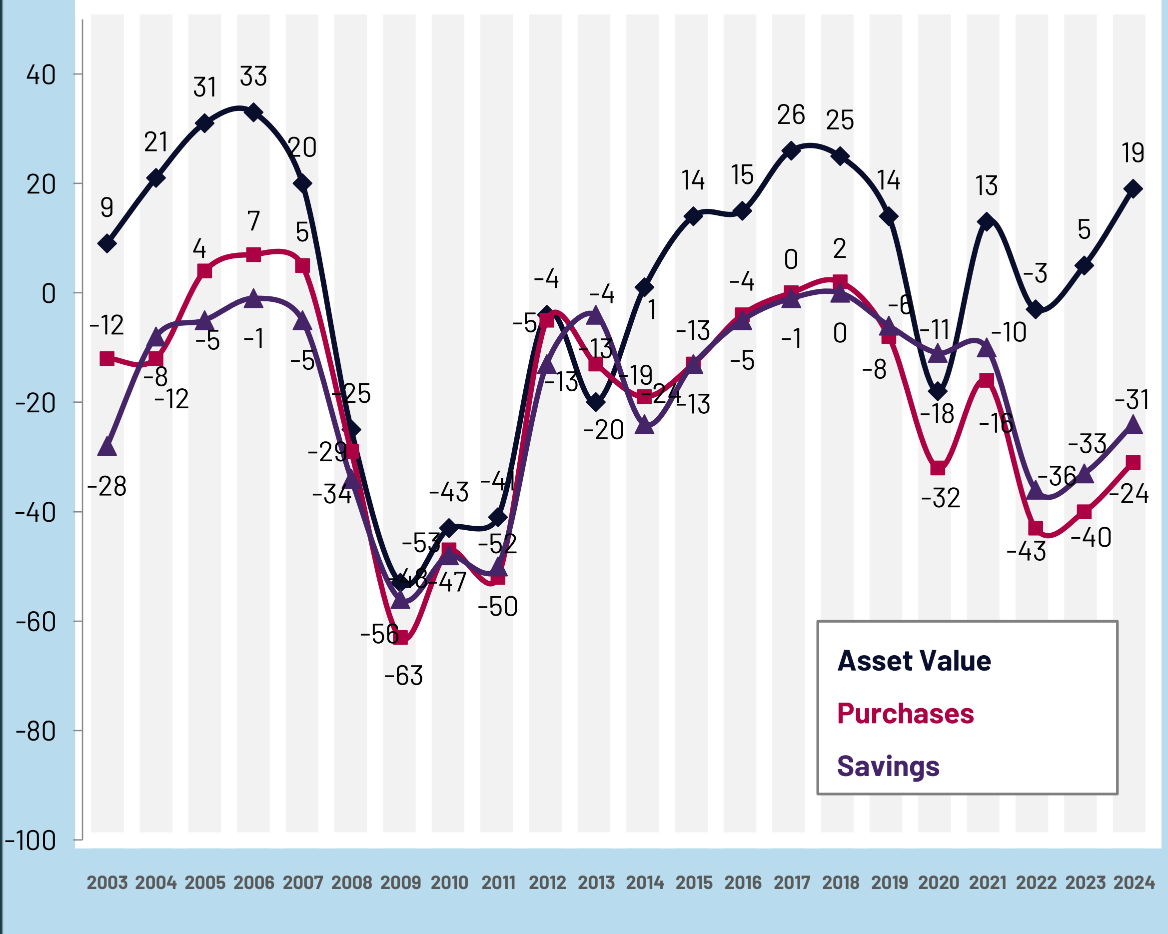
	2021						2022												2023												2024												2025					
	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	-10	-10	-8	-10	-12	-12	-12	-18	-31	-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	-28

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

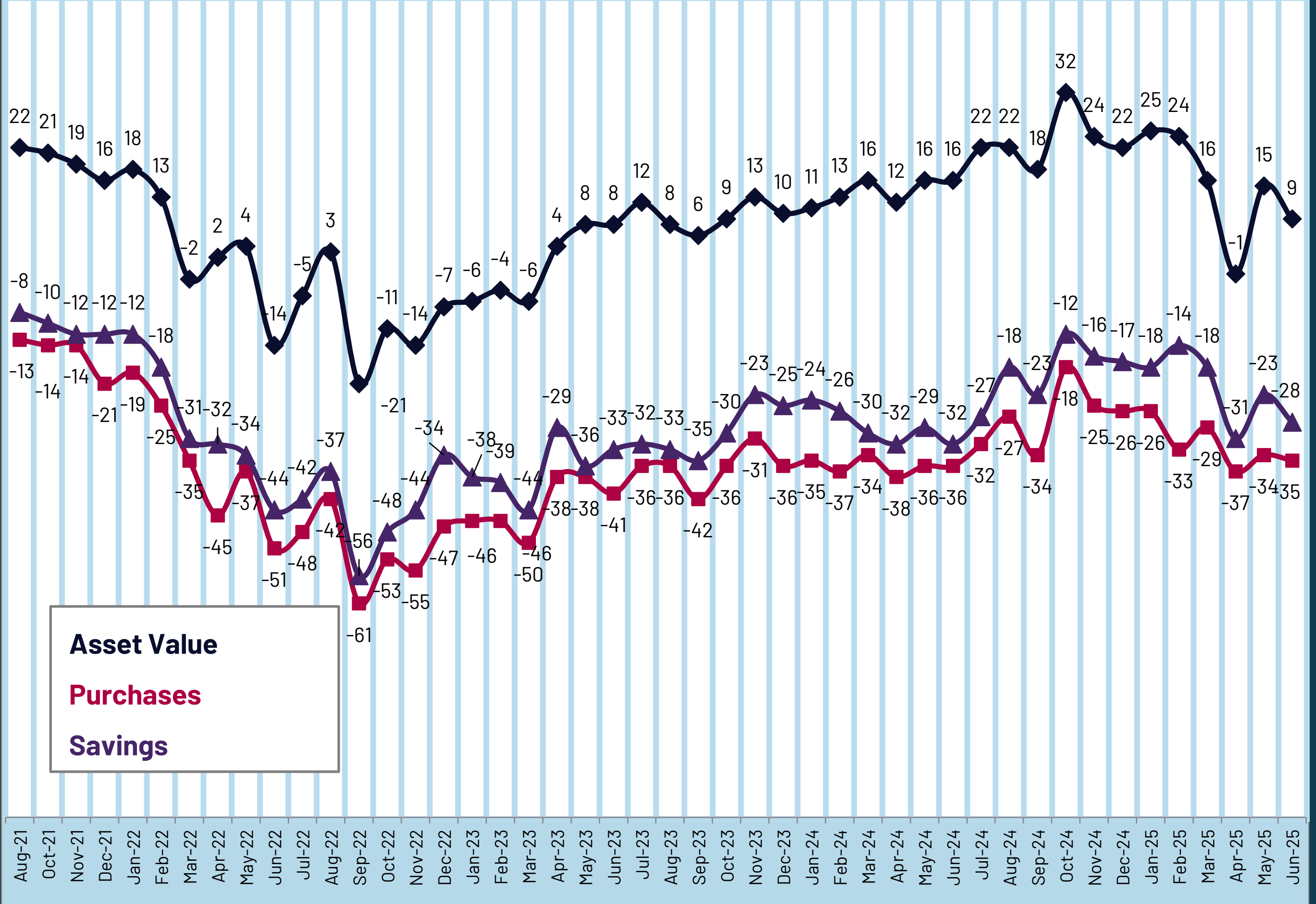
Balance Of Opinion in Summary – The Year Ahead

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?

Ipsos B&A

WHAT WORRIES THE WORLD?

IRELAND REPORT

June 2025

IRELAND SUMMARY: JUNE 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	42%	-1	-4
Immigration control	41%	+4	-10
Inflation	34%	-1	=
Crime & violence	33%	+3	+10
Poverty & social inequality	26%	-2	-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
RIGHT DIRECTION	38%	-2	+2
WRONG TRACK	62%	+2	-2

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	51%	-3	+2
BAD	49%	+3	-2

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: Jun 25

COUNTRY COMPARISONS

Right vs. Wrong Direction Monitor

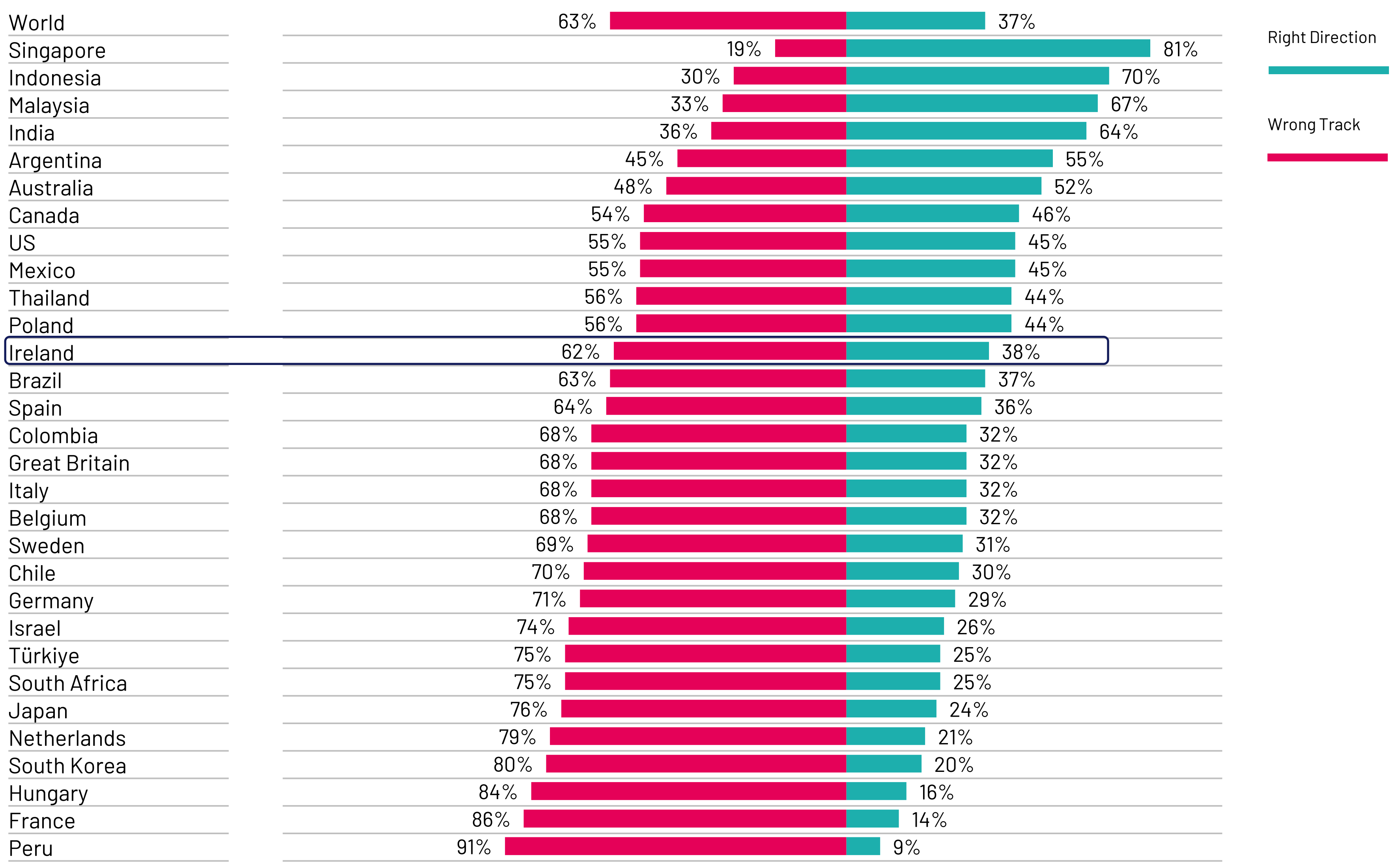
Similar to last month, nearly two in five of the population feel that the country is going in the right direction, but 62% feeling we are on the wrong track.
We mirror the global average in terms of our outlook but are second only to Poland among European nations in terms of positivity.

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country

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



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 a burning issue in Ireland at this time

Ireland's Worries*

Healthcare remains the number one issue that concerns Irish respondents.

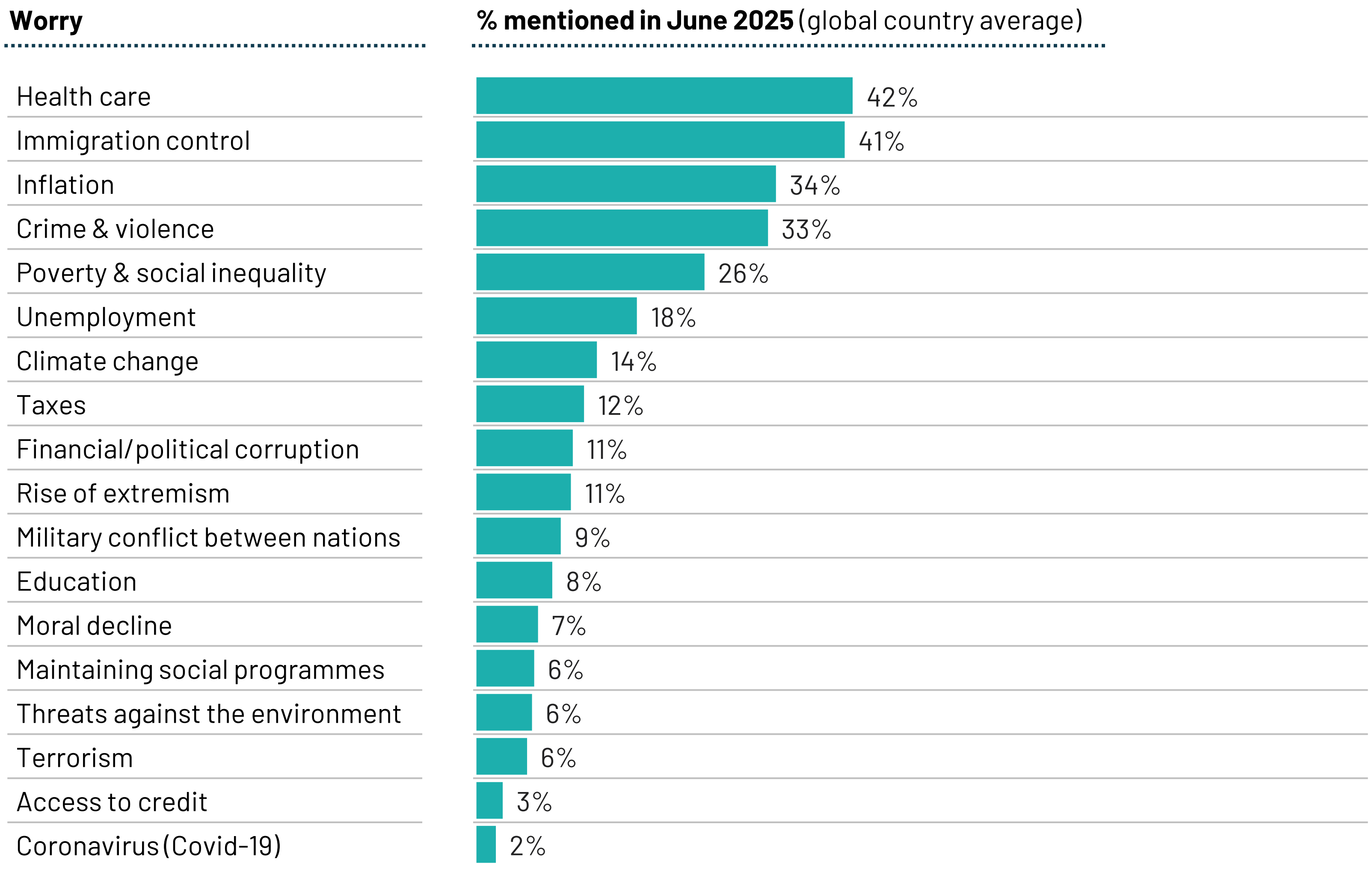
Immigration remains in second position in terms of order of priority. These two issues are noticeably ahead compared to other concerns among the Irish population.

Worldwide, healthcare ranks sixth, and is mentioned by 23% 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: Jun 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 a burning issue in Ireland at this time.

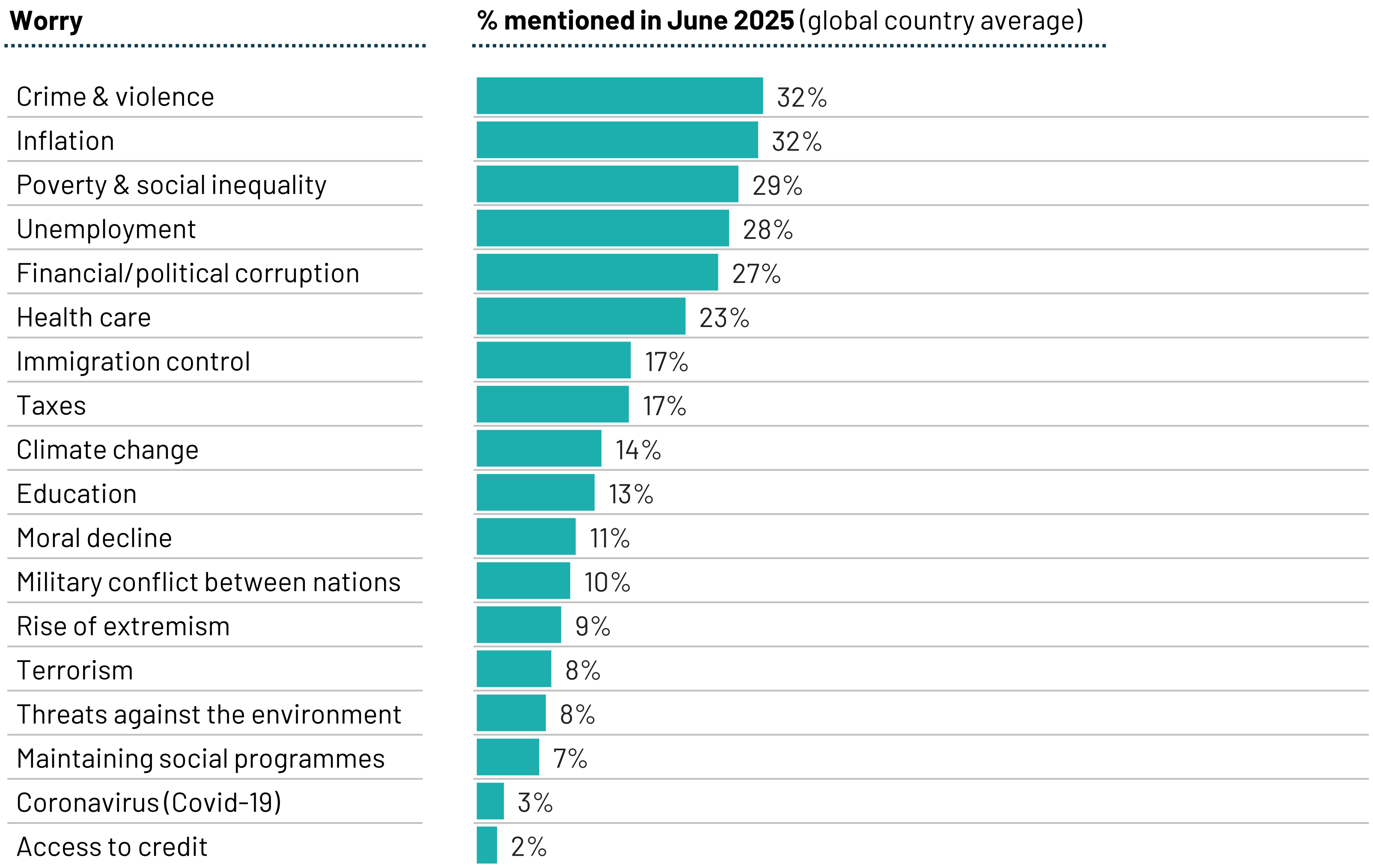
World Worries

Globally, crime and inflation are the key concerns, followed by poverty/social inequality and unemployment.

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

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



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 raising this as an issue.

However, year on year the importance we attach to this issue has fallen four points.

We are nearly twice as likely to mention health care compared to the global average.

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Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country	%	Change from last month	12-month change
World	23%	-1	=
Hungary	63%	-1	+1
Ireland	42%	-1	-4
Canada	41%	-1	-2
Poland	39%	+1	+6
Great Britain	38%	-4	-2
Brazil	37%	+1	-1
Italy	36%	+2	-2
Australia	33%	-1	+4
Singapore	32%	+2	+6
Spain	30%	-1	+6
Netherlands	28%	-1	-2
Colombia	28%	-1	+1
France	24%	-1	-1
US	24%	+3	=
Sweden	23%	+4	-3
Belgium	22%	+3	+1
Germany	18%	=	+2
Mexico	18%	-2	-4
South Africa	15%	-3	+2
Argentina	15%	+1	+1
Chile	15%	-1	+1
Peru	13%	-3	=
India	12%	-1	-3
Japan	11%	-1	=
Malaysia	10%	-1	-1
South Korea	10%	-2	-7
Thailand	8%	+2	-2
Türkiye	8%	+4	+4
Israel	5%	-4	+1
Indonesia	3%	-4	-4

2. Immigration control

We rank joint first globally in terms of our worries about immigration, on a par with Chile and our nearest neighbours, Great Britain.

This represents an increase of four points since May, although it is noticeably lower than last year.

Overall, our concerns about immigration are well over double the global average.

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country		Change from last month	12-month change
World	17%	=	-1
Chile	41%	-2	-6
Ireland	41%	+4	-10
Great Britain	41%	+5	+9
Germany	37%	-1	+1
Netherlands	29%	+2	-2
Poland	25%	+5	+6
France	24%	-1	-3
Belgium	24%	-1	-9
Spain	23%	+1	+1
Türkiye	23%	+1	-17
Canada	23%	=	+1
US	20%	-4	-5
Italy	18%	=	+3
Australia	18%	-3	-2
Sweden	18%	+1	-6
Japan	17%	+2	+7
South Africa	17%	+3	+3
Singapore	15%	+1	-4
Peru	13%	+1	+8
Malaysia	12%	-1	+1
India	8%	=	+1
Mexico	6%	-1	+3
Colombia	6%	-1	-1
Israel	5%	=	+2
Thailand	5%	-3	+1
Argentina	4%	+1	+2
Hungary	3%	-1	-6
Indonesia	1%	=	-1
Brazil	1%	-1	=
South Korea	1%	=	-1

3. Inflation

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

Concerns about inflation / the cost of living have remained stable year-on-year.

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

Country		Change from last month	12-month change
World	32%	-1	-1
Singapore	62%	=	+16
Türkiye	52%	-2	-6
Canada	50%	=	-4
Australia	45%	-4	-3
Hungary	45%	=	+11
US	43%	+1	-3
Malaysia	37%	+3	+8
India	35%	-2	-3
Mexico	35%	+4	+12
Argentina	35%	-5	-16
South Korea	34%	=	-5
Ireland	34%	-1	=
France	32%	-1	-8
Brazil	31%	-2	+7
Poland	31%	-4	-7
Japan	30%	-2	-4
Great Britain	30%	-6	+3
Germany	29%	-2	-1
Spain	27%	+1	-1
Italy	26%	-1	=
Belgium	26%	=	-3
Chile	25%	=	-5
Thailand	24%	-9	-10
Indonesia	23%	-3	+3
Netherlands	19%	-5	-1
Sweden	19%	=	+2
South Africa	18%	=	-3
Colombia	18%	+1	-12
Israel	16%	-3	-7
Peru	15%	+2	-11

4. Crime & violence

We are on a par with the global average in terms of attitudes towards crime and violence.

However, year on year, this issue has gained more traction.

Country	%	Change from last month	12-month change
World	32%	-1	+2
Peru	68%	-5	+11
Chile	65%	+1	-2
Mexico	59%	-2	+11
Sweden	58%	-8	-3
South Africa	58%	+6	+6
Argentina	45%	+1	+6
Colombia	42%	=	+9
Brazil	40%	-1	-2
Israel	40%	+8	+17
France	39%	-3	+8
Ireland	33%	+3	+10
Germany	32%	+3	+2
Italy	31%	=	+8
Belgium	29%	-4	+1
Australia	29%	-4	-3
Türkiye	28%	-1	+6
Malaysia	25%	-1	-2
Great Britain	25%	+4	-1
Netherlands	24%	-2	+3
US	23%	=	-10
Thailand	22%	-4	-6
India	21%	-4	-1
Japan	21%	+2	+4
Canada	20%	-4	=
Indonesia	20%	-2	-1
Spain	19%	+1	=
South Korea	16%	-3	-4
Poland	16%	+3	+7
Hungary	9%	=	-2
Singapore	5%	-1	-6

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

5. Poverty & social inequality

One in four nominate poverty and social inequality as a source of anxiety, which is marginally below the global average.

This issue has remained stable over the past year.

Country	%	Change from last month	12-month change
World	29%	=	=
Argentina	48%	+2	+7
Indonesia	45%	-1	+5
Hungary	38%	-4	-2
Thailand	37%	-2	-2
Türkiye	37%	+1	+5
Colombia	37%	+3	+4
Japan	36%	-1	=
Germany	36%	+5	+2
South Africa	35%	+6	+1
Brazil	33%	=	-5
Peru	32%	+7	-2
Netherlands	32%	-3	-2
Malaysia	30%	+5	=
Belgium	29%	-1	+4
Mexico	28%	-1	+3
Great Britain	27%	=	=
Spain	26%	+2	=
Australia	26%	+1	-5
South Korea	26%	=	=
Ireland	26%	-2	-1
Italy	25%	-2	-2
Sweden	25%	+2	+5
France	24%	+3	-1
Canada	23%	-1	-3
Israel	23%	+1	+5
Singapore	22%	+2	+6
Chile	22%	-3	-2
Poland	19%	+1	-3
India	18%	+1	-1
US	17%	=	-4

Base: Representative sample of 25,727 adults aged 16-74 in 30 participating countries, May 23rd 2025 - June 6th 2025.

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

THANK YOU

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