IPSOS B&A CONSUMER CONFIDENCE

September 2025

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INTRODUCTION

Introduction

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

2 Survey results are based on a sample of 1,044 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 August to 9th September 2025.

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KEY HIGHLIGHTS

Against the backdrop of the 2026 budget, confidence for the next 12 months remains muted.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 30th August until 9th September 2025.

Consumer confidence has improved modestly in September, with a net rating of -49 (those feeling downbeat versus those feeling more upbeat). This compares with -53 last month.

61% believe that the country will be **worse off** in the year ahead, with a mere 12% expecting the country's economy to improve.

Relatively speaking, Dubliners continue to be most upbeat. As seen previously, confidence is lowest among females and C2DEs. Consumer sentiment has not recovered from the shock of a potential US trade war first mooted in April.

Those households who claim to be **"coping"** with the cost-of-living now stands at 64% similar to August. Many are resilient, but over one in five households (22%) continue to struggle.

Inflation has crept up, driven largely by the essentials; food and non-alcoholic drink purchases are nearly than twice the overall rate of inflation (4.7% versus 2.7% overall). Inflation is now at an 18-month high.

Over two in five (42%) expect their net income to **decline** in the next 12 months, with just one in five (21%) being positive about the year ahead.

In total, nearly half (49%) think they will **spend less** over the year ahead, with just one in seven (15%) planning to spend more.

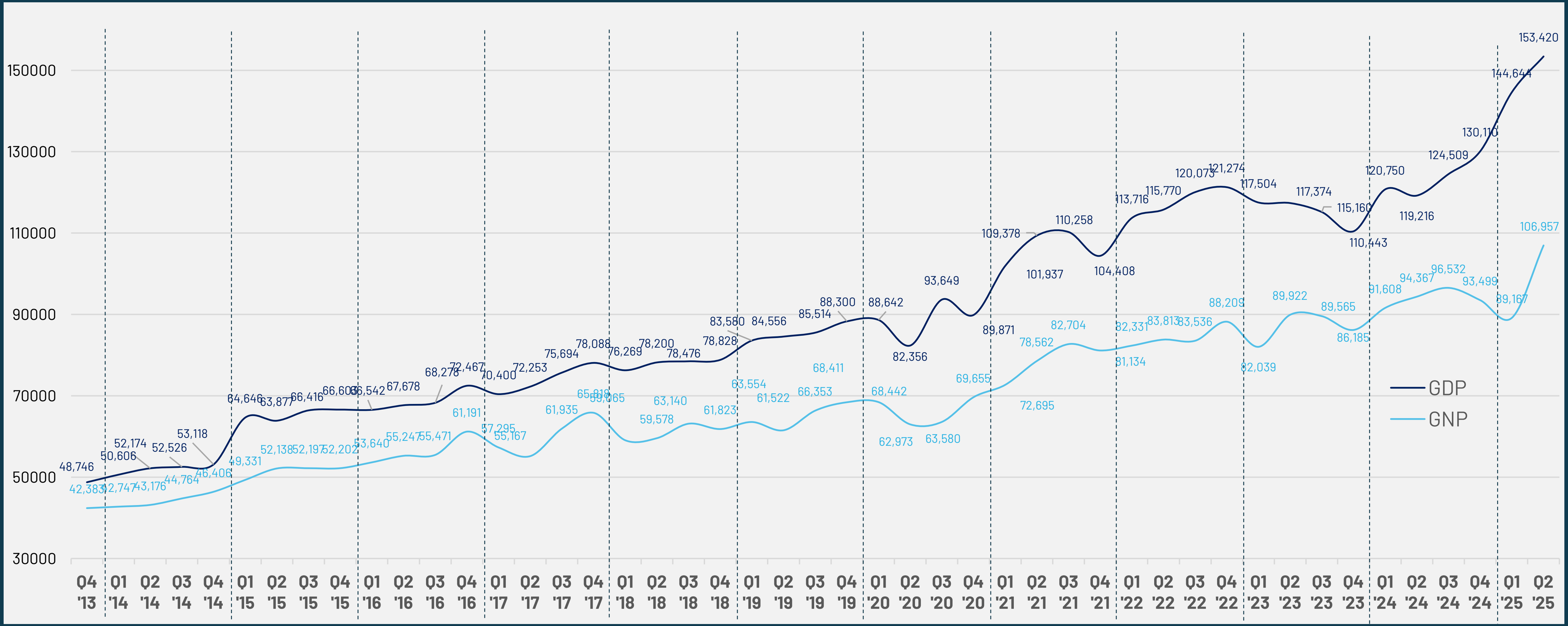
This mirrors saving intentions – 46% plan **to save less**, compared to just 22% planning to boost their savings over the next 12 months.

Householders in general do believe that their net asset wealth will increase over the next year. **Projected asset growth over the next 12 months remains broadly optimistic**, with over one in three (37%) believing that the value of their personal assets will increase. The gap (those who think their asset value will increase minus those anticipating a decrease) stands at +19%; a four-point increase since August.

Again, this is largely driven by Dubliners; at 44%, they are significantly more likely to have a positive outlook for the value of their personal assets over the year ahead.

MACRO CONTEXT

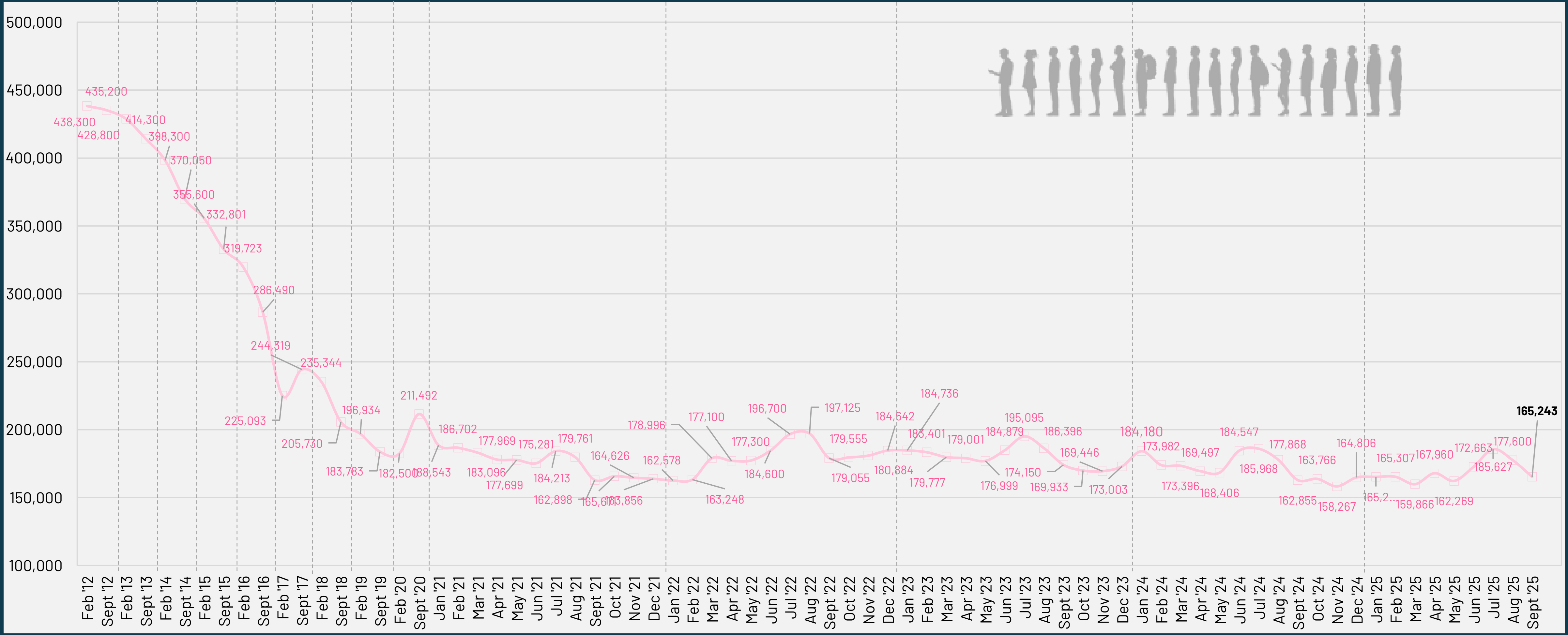
The most recent CSO data highlights continued growth in GDP in Q2 2025, fuelled by the Pharma sector. Tariff avoidance has distorted GDP in H1 2025.



Note: Qtr 2 data still to be finalised

Source: www.CSO.ie Quarterly National Accounts

In September 2025, the unadjusted Live Register figures stood at 165,243, relatively similar to the 162,855 seen in September 2024.

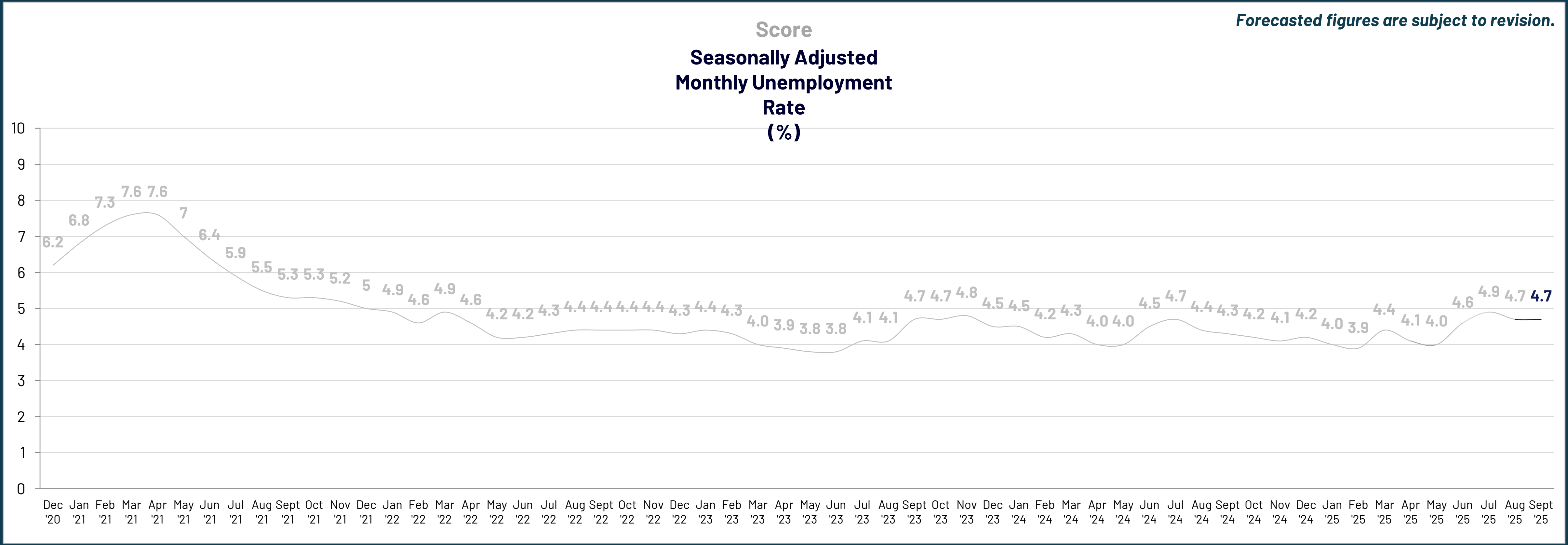


Source: www.CSO.ie Quarterly National Accounts

*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 steady 4.7%; close to what is considered a full employment rate.

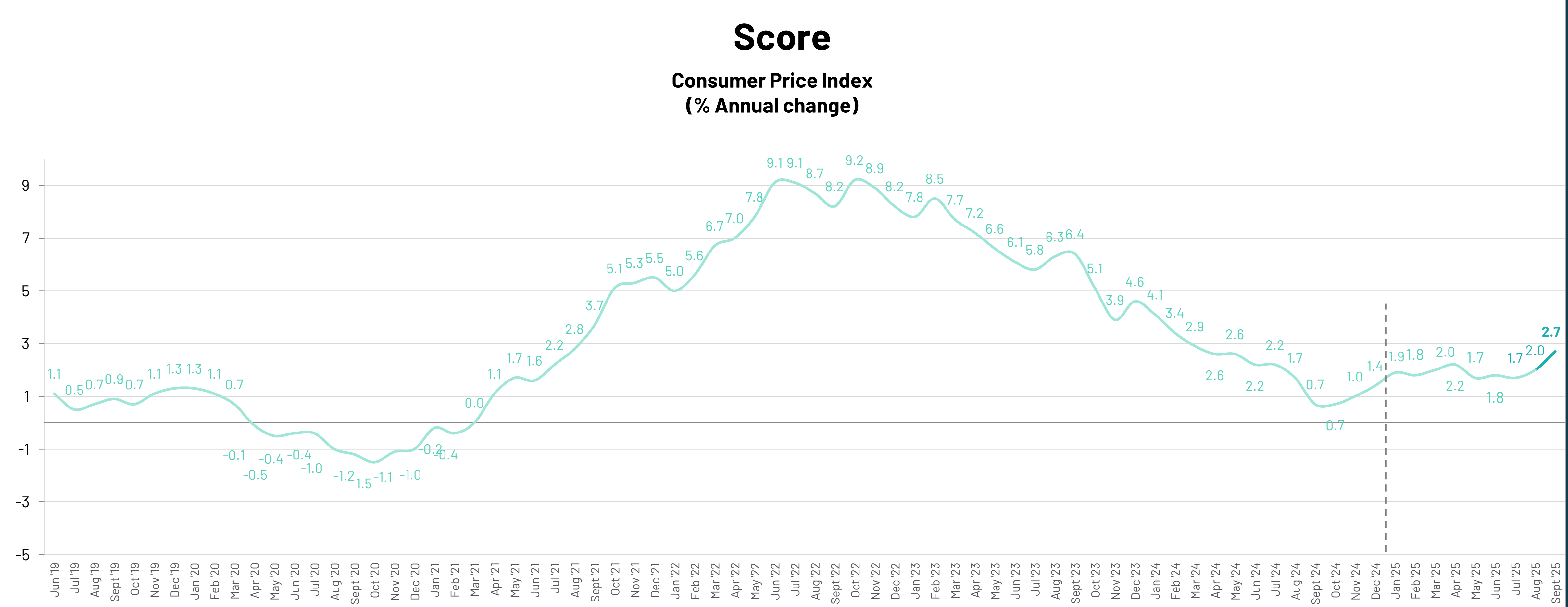
Seasonally Adjusted Monthly Unemployment Rate



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

Inflation has increased quite sharply to 2.7% in September and is at an 18-month high.

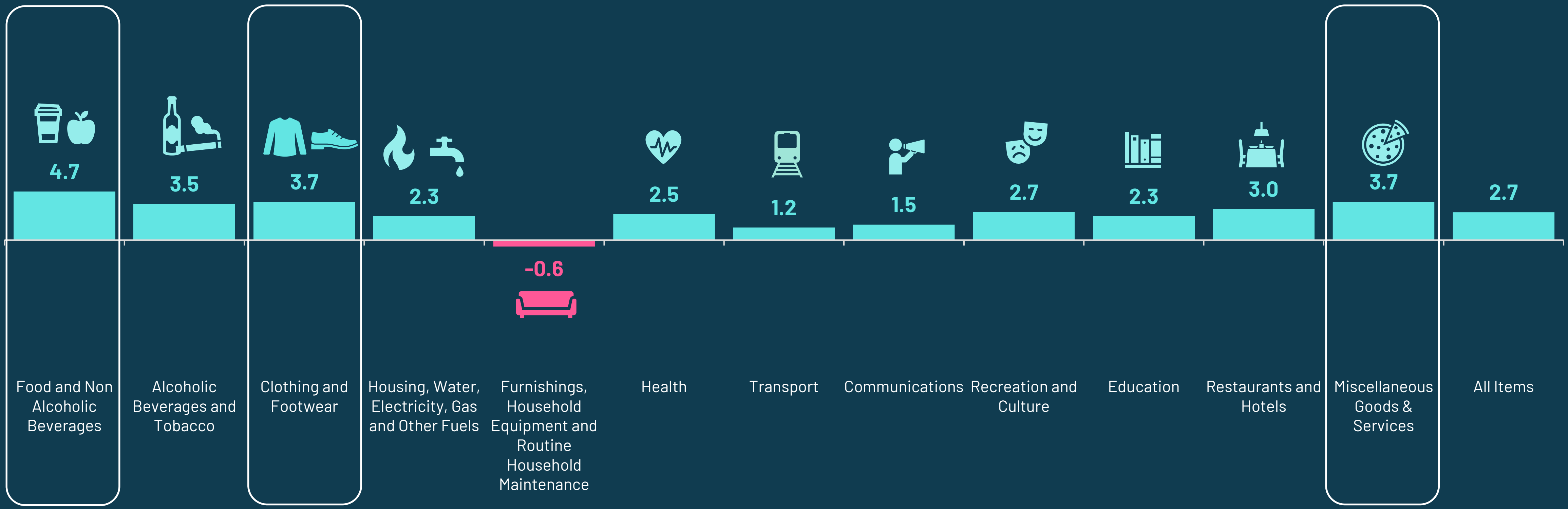
Consumer Price Index (% Annual change)



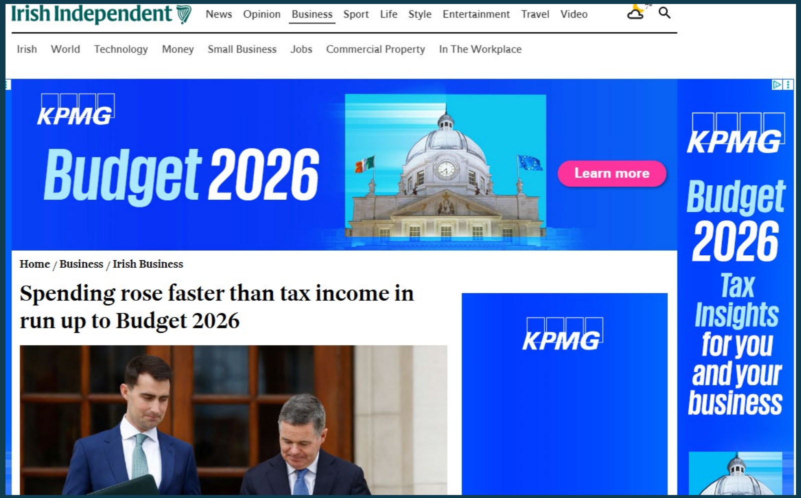
Source: www.CSO.ie   *Consumer Price Index (% Annual change)*

Inflation is highest within Food & Non-Alcoholic Beverages (+4.7%), Clothing and Footwear (3.7%) along with other goods and services (3.7%). Household furnishings (-0.6%) is the only sector seeing deflation.

Consumer Price Index by Sector (% Annual change)



The 2026 Budget and ongoing tariff concerns weigh heavily on consumer's minds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Spending rose faster than tax income in run up to Budget 2026


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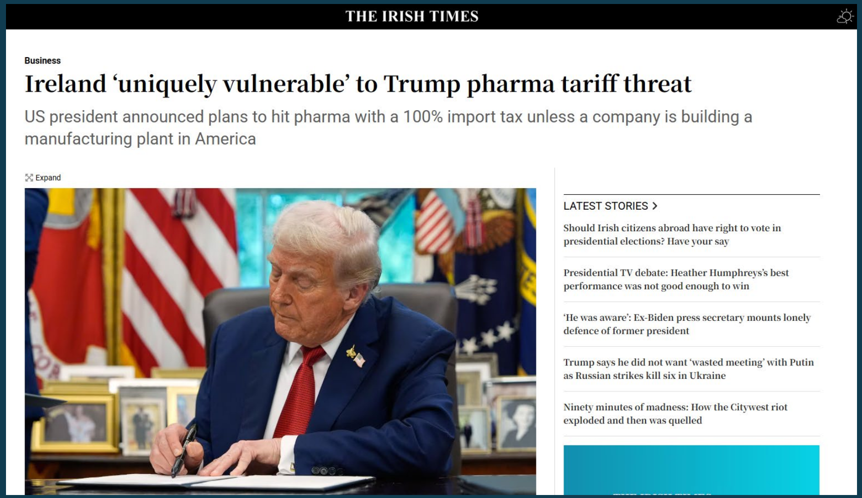
Who are Budget winners and what groups won't be happy

Updated / Tuesday, 7 Oct 2025 22:03

Budget 2026 was announced by Minister for Finance Paschal Donohoe and Minister for Public Expenditure Jack Chambers


THE IRISH TIMES

Business

Ireland 'uniquely vulnerable' to Trump pharma tariff threat

US president announced plans to hit pharma with a 100% import tax unless a company is building a manufacturing plant in America

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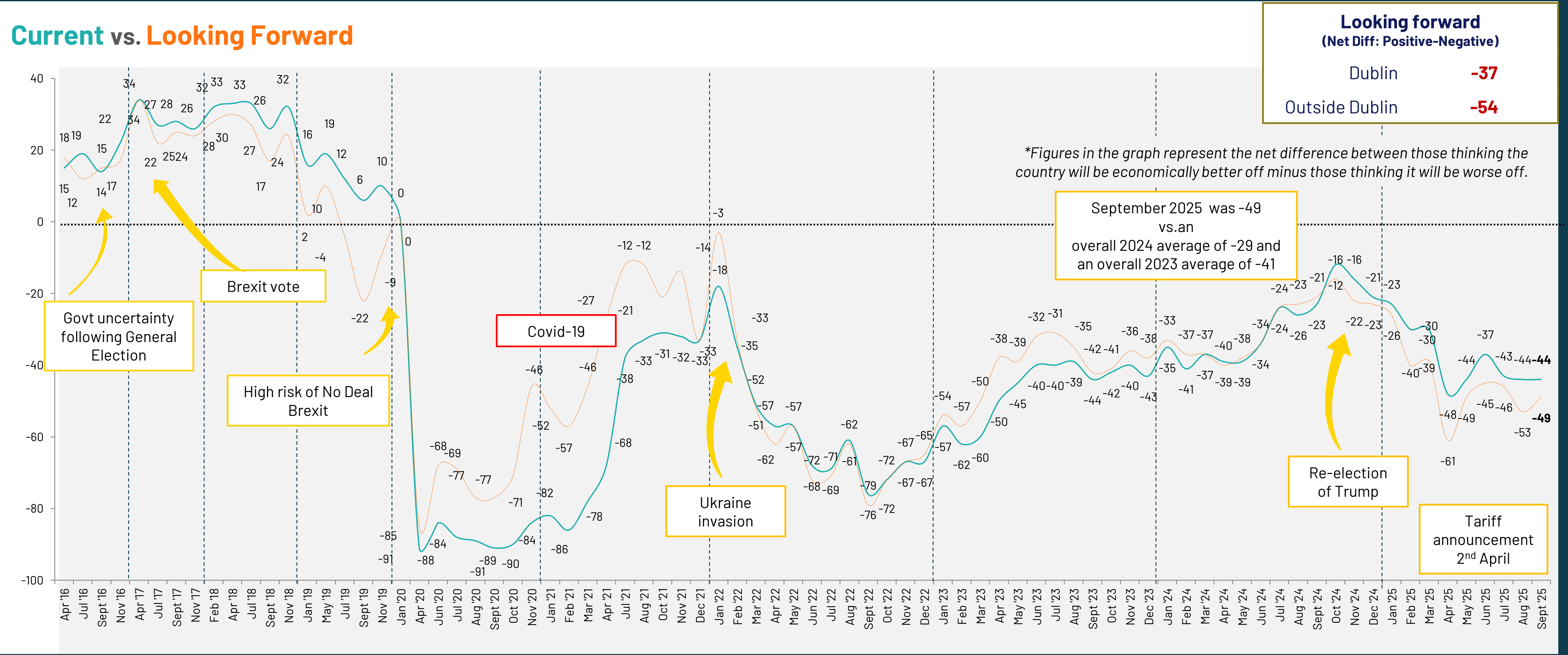
CONSUMER CONFIDENCE FINDINGS

Consumer confidence inched upwards in September and now stands at -49 compared to -53 in August. However, we are still very much in negative territory.

Current vs. Looking Forward



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 for the future is consistently higher among females, C2DEs and those living outside of Dublin. Those aged 35-54 are also more negative about the year ahead.

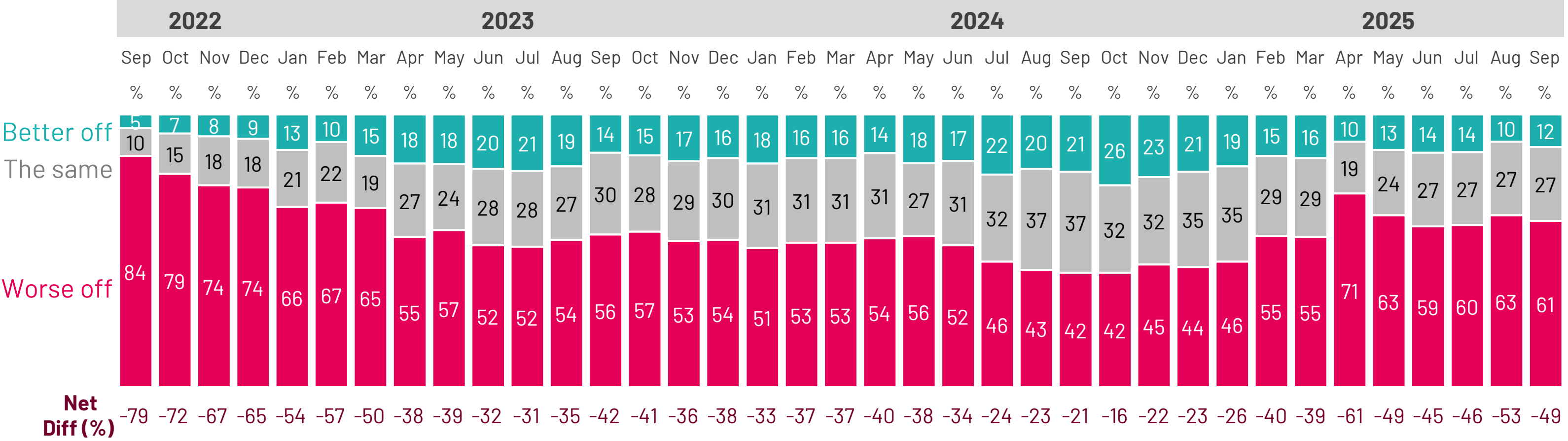
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
	-49	-39	-58	-33	-58	-52	-45	-52	-37	-54	-48	-49
Aug '25	-53%	-44%	-62%	-42%	-53%	-62%	-50%	-56%	-50%	-54%	-54%	-50%
Jul '25	-46%	-34%	-58%	-38%	-51%	-47%	-48%	-44%	-35%	-50%	-47%	-42%
Jun '25	-45%	-38%	-52%	-30%	-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%

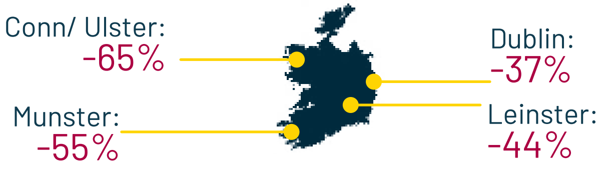
Base: All Adults 16+

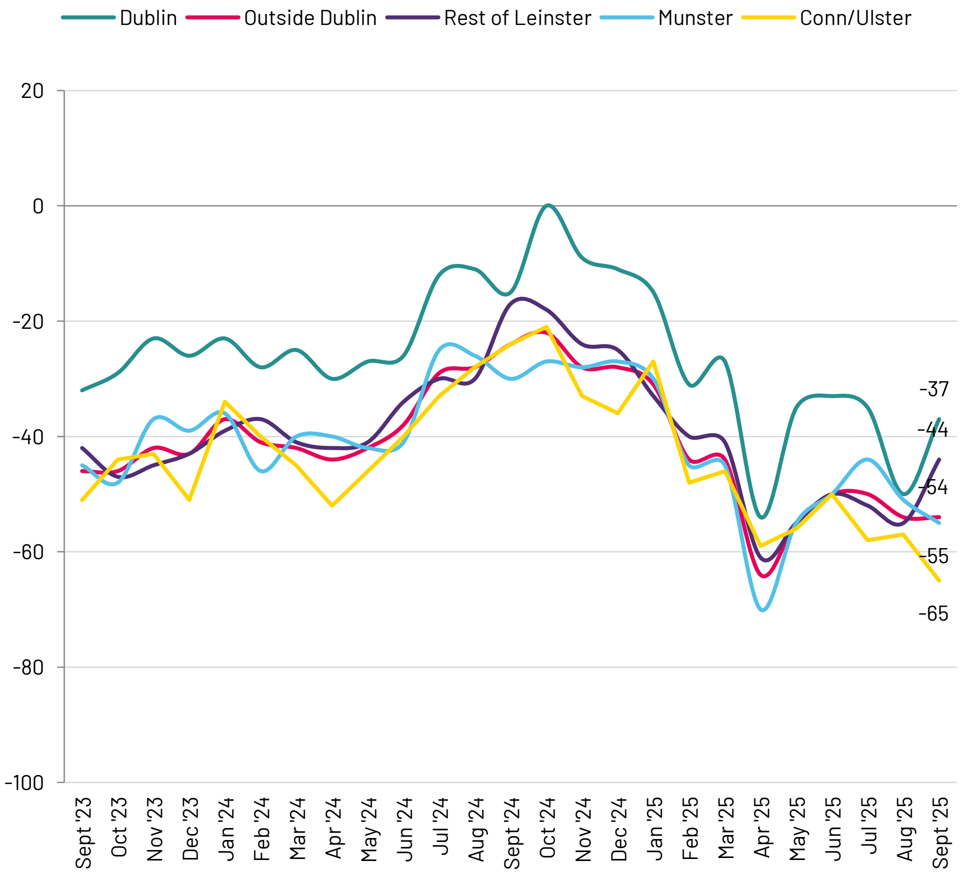
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Three in five believe that the nation will be worse off over the year ahead, with just one in eight more upbeat, leading to a new difference of -49; a marginal improvement since August.

	Looking Forward '22						Looking Forward '23												Looking Forward '24												Looking Forward '25								
	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	Jul	Aug	Sep
Dublin	-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	-35	-50	-37
Outside Dublin	-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	-50	-54	-54







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

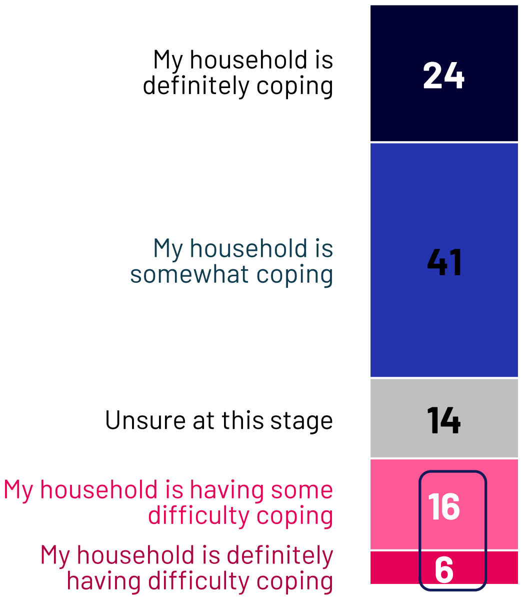
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38

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

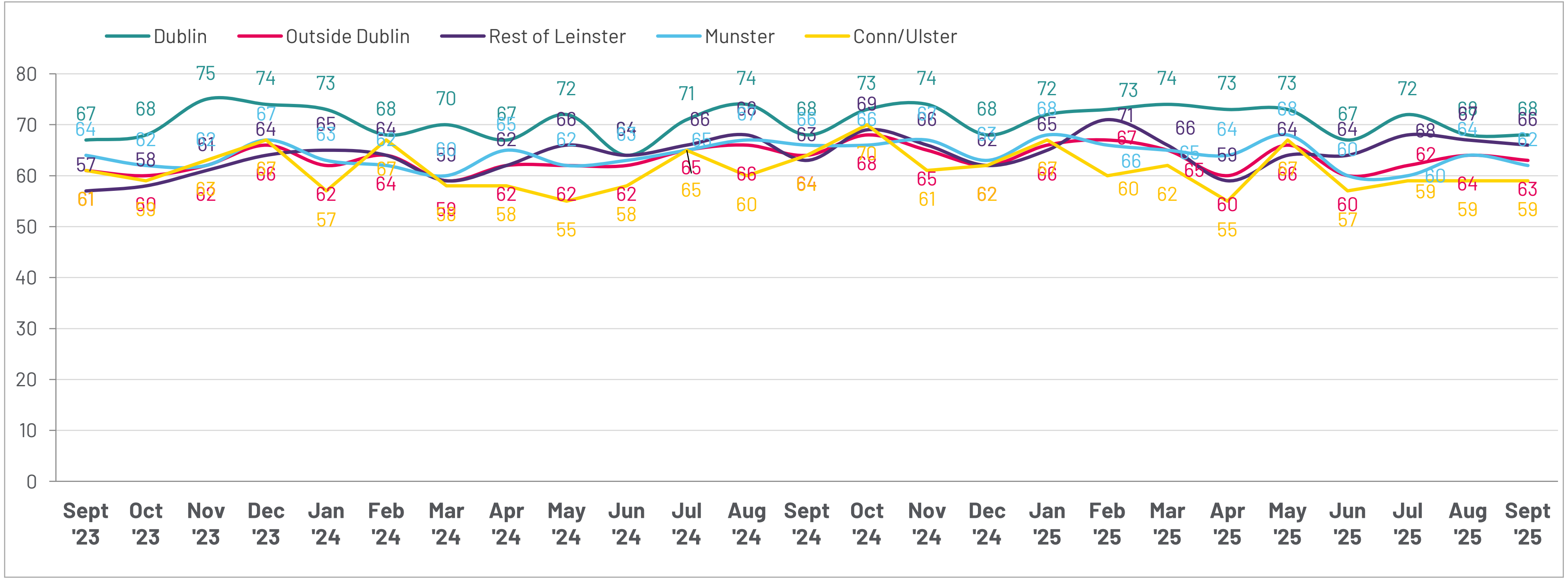
2025								
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
-26	-40	-39	-61	-49	-45	-46	-53	-49

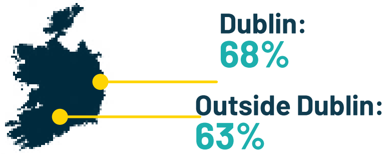
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Despite low consumer confidence, consumers remain somewhat resilient – nearly two in three (64%) are coping with the cost-of-living. However, 22% are struggling.



Any Coping 64%



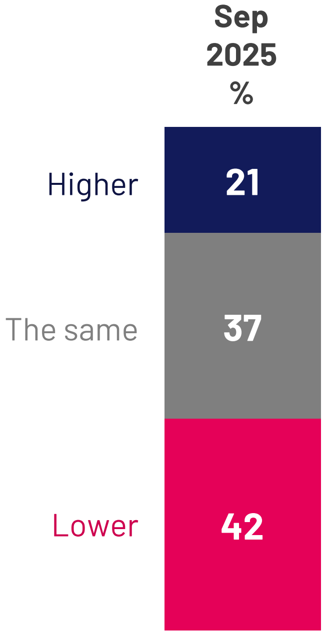


The proportion of Dubliners who are "coping" with rising prices remains marginally higher than the rest of the country.

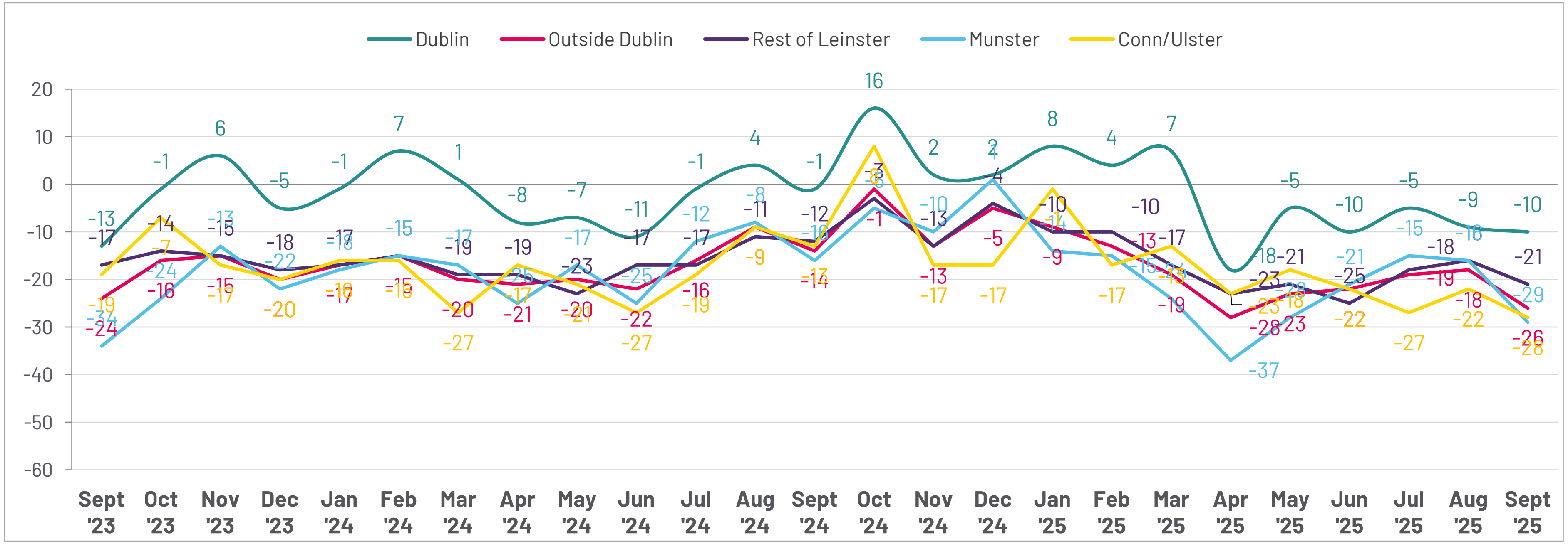
	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25
ANY Coping (%)	63	63	65	64	64	62	62	66	68	65	65	62	64	65	63	67	68	65	69	67	64	68	69	67	63	68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

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

Over one in five (21%) believe their disposable income will improve in the next 12 months, but 42% see storm clouds ahead. As a result, the net gap (higher vs lower) has disimproved.



Net Diff (GAP) -21%



Dublin: -10%

Outside Dublin: -26%

Those living outside of Dublin continue to be more pessimistic, along with females (-30) and those aged 55+ (-31). However, 36% of younger respondents (16–34-year-olds) feel their income will **increase**.

	2021					
	Apr	Jul	Aug	Oct	Nov	Dec
Gap (%)	-7	-9	-8	-6	-9	-10

	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-12	-16	-25	-27	-26	-35	-34	-29	-44	-32	-35	-29

	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-9	-16

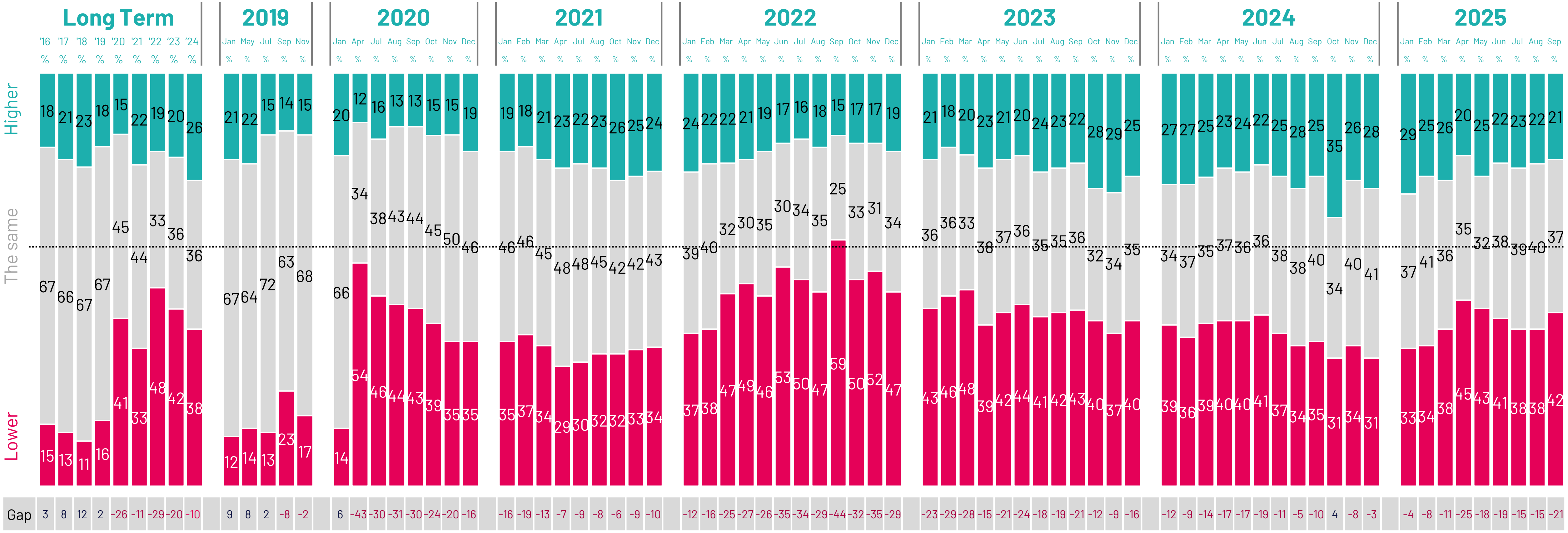
	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-12	-9	-14	-17	-17	-19	-11	-5	-10	+4	-8	-3

	2025								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Gap (%)	-4	-8	-11	-25	-18	-19	-15	-15	-21

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...

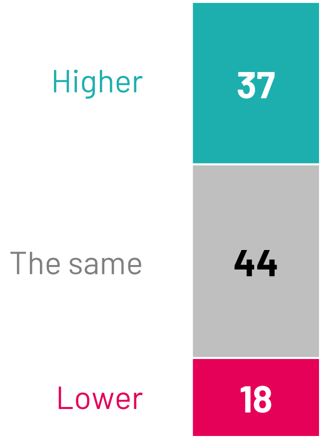


Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

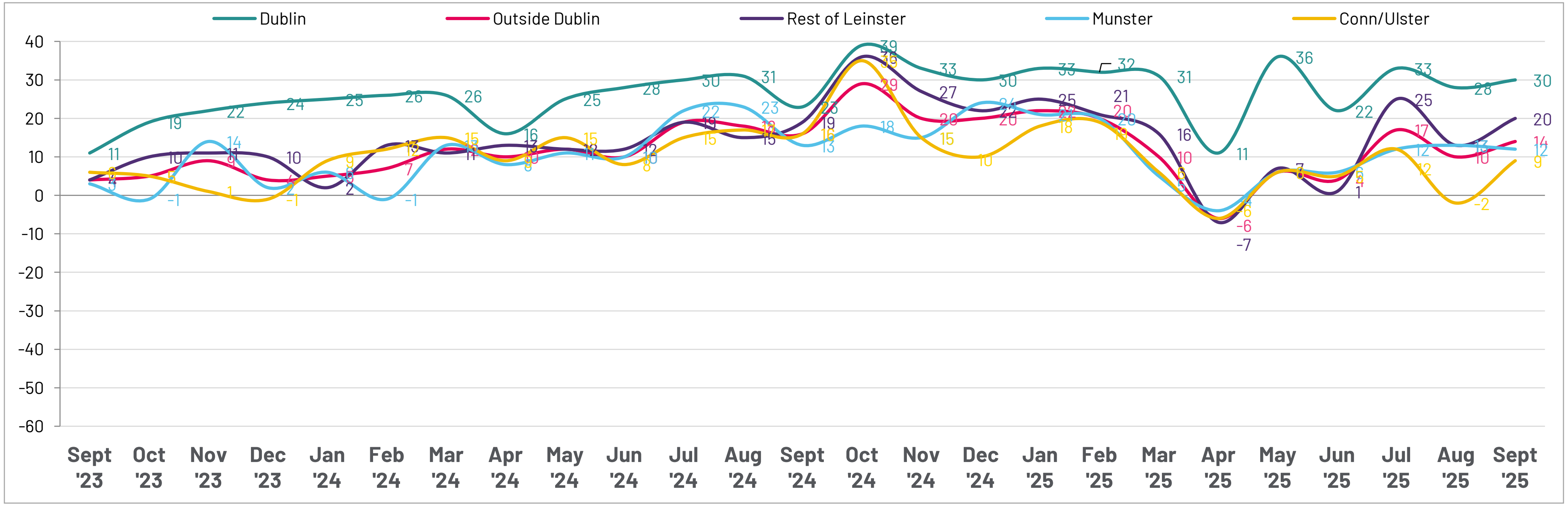
Despite pessimism on certain indicators, sentiment towards asset value remains broadly optimistic-one in five believing that the value of their personal assets will increase, driven by Dubliners.

Base: All Adults 16+

Sep 2025 %



Net Diff (GAP) **+19%**



Dublin: +30%

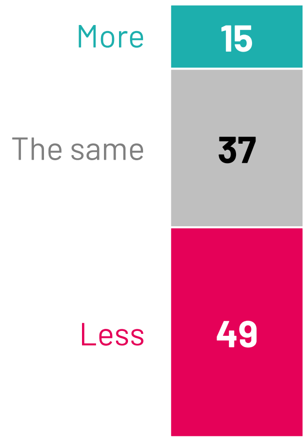
Outside Dublin: +14%

Dubliners (30%) continue to have the highest net positive outlook for the value of personal assets. All regions are in positive territory. 16-34 year-olds (36%), ABC1s (27%) and Males (30%) are most upbeat.

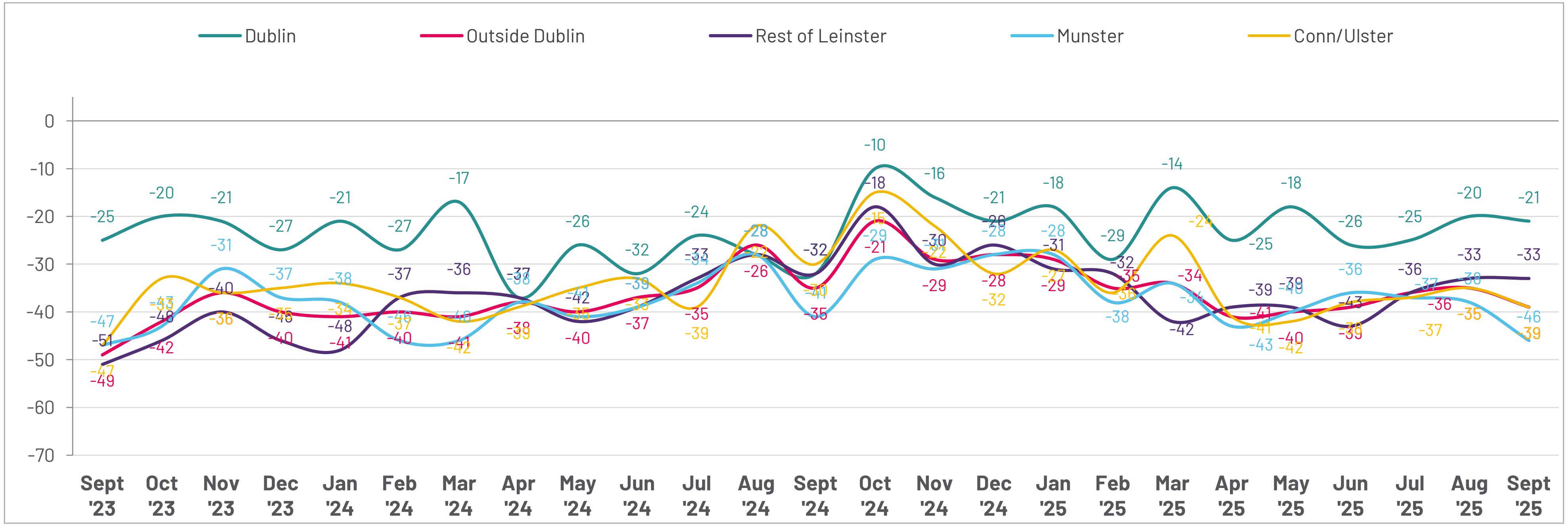
	2021						2022												2023												2024												2025								
	Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Gap (%)	+11	+20	+22	+21	+19	+16	+18	+13	-2	+2	+4	-14	-5	+3	-21	-11	-14	-7	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10	+11	+13	+16	+12	+16	+16	+22	+22	+18	+32	+24	+22	+25	+24	+16	-1	+15	+9	+21	+15	+19

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?

While one in seven (15%) anticipate increasing in their expenditure over the next year, nearly half (49%) think they will spend less.



Net Diff (GAP) -34%



Dublin: -21%

Outside Dublin: -39%

Females (56%) and C2DEs (57%) are more inclined to say they will reduce their spending over the next 12 months.

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

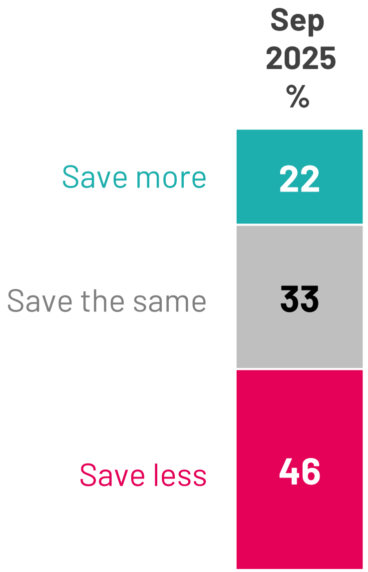
	2023											
	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-46	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36

	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

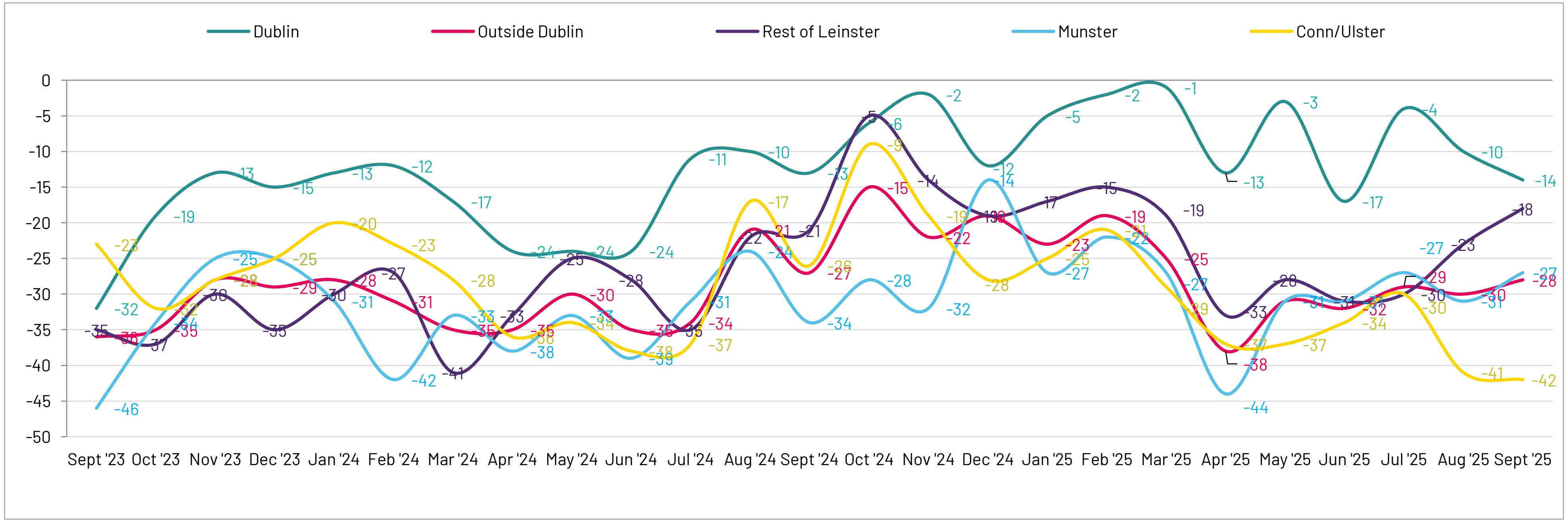
	2025								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Gap (%)	-26	-33	-29	-37	-34	-35	-33	-31	-34

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?

Nearly half (46%) anticipate saving less over the next twelve months, with just over one in five (22%) expecting to increase their savings.



Net Diff (GAP) -24%



Dublin: -14%

Outside Dublin: -28%

16-34 year olds (40%) are more likely to save more over the next 12 months.

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

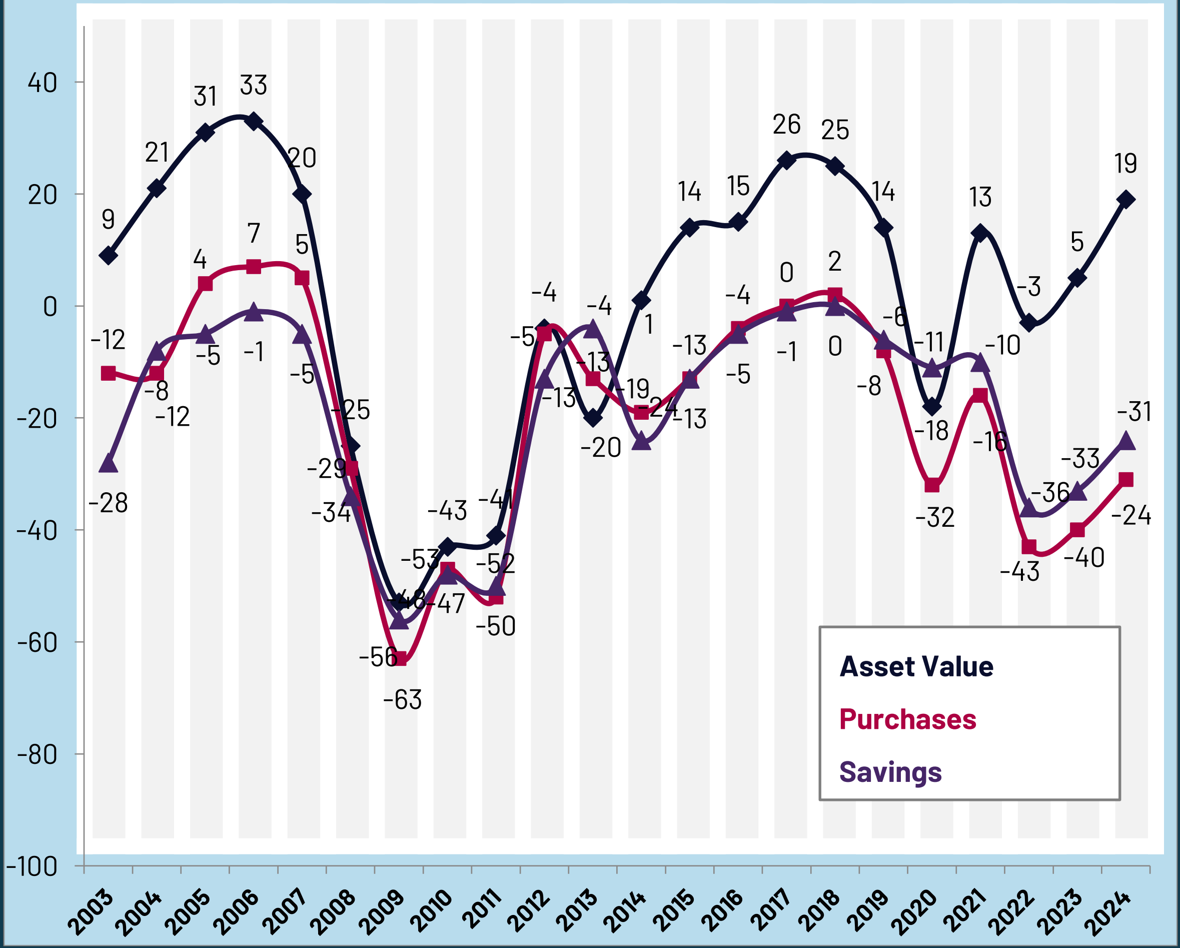
	2025								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Gap (%)	-18	-14	-18	-31	-23	-28	-21	-25	-24

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

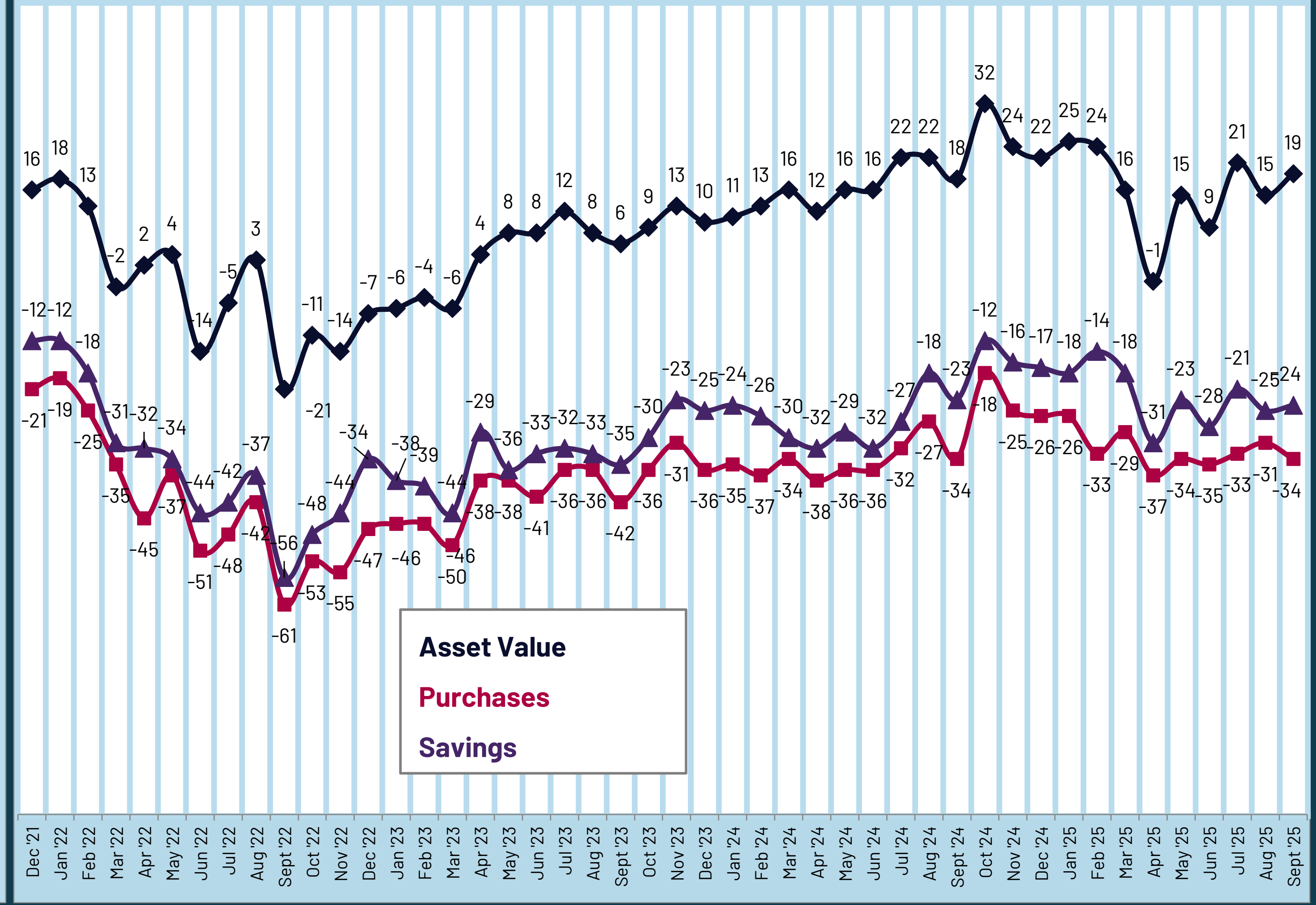
Balance Of Opinion in Summary – The Year Ahead

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?

September 2025

IRELAND SUMMARY: SEPTEMBER 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	38%	=	-12
Immigration control	36%	-4	-7
Inflation	34%	-1	+3
Crime & violence	32%	=	-1
Poverty & social inequality	29%	+2	+5

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	40%	+3	-6
WRONG TRACK	60%	-3	+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	53%	+1	-4
BAD	47%	-1	+4

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: Sep 25

COUNTRY COMPARISONS

Right vs. Wrong Direction Monitor

Two in five (40%) feel that the country is going in the right direction, up from 37% in August.

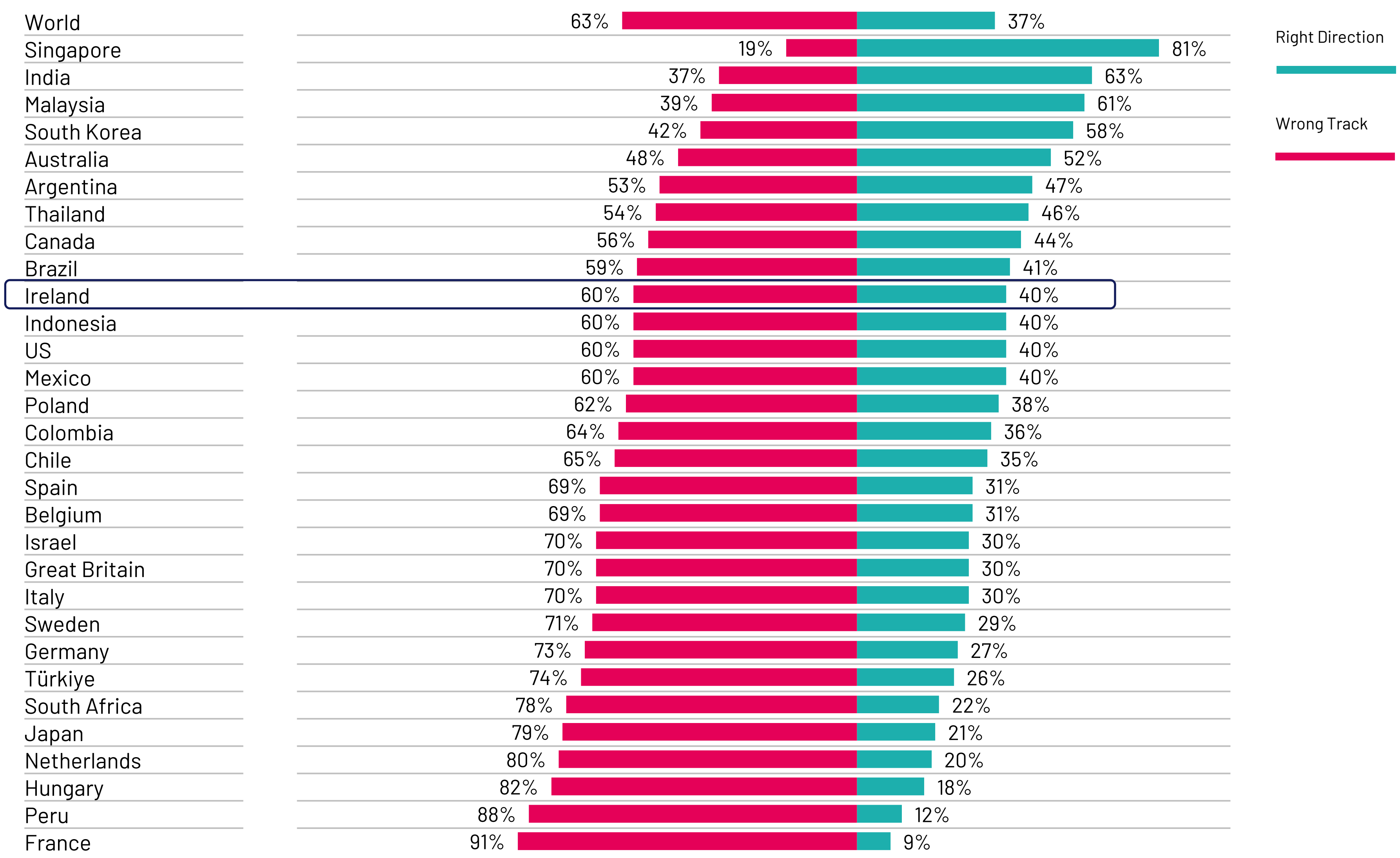
We are marginally more upbeat than the global average and are the most positive among European nations.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (September 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 has leapfrogged Immigration control as the most pressing issue in Ireland.

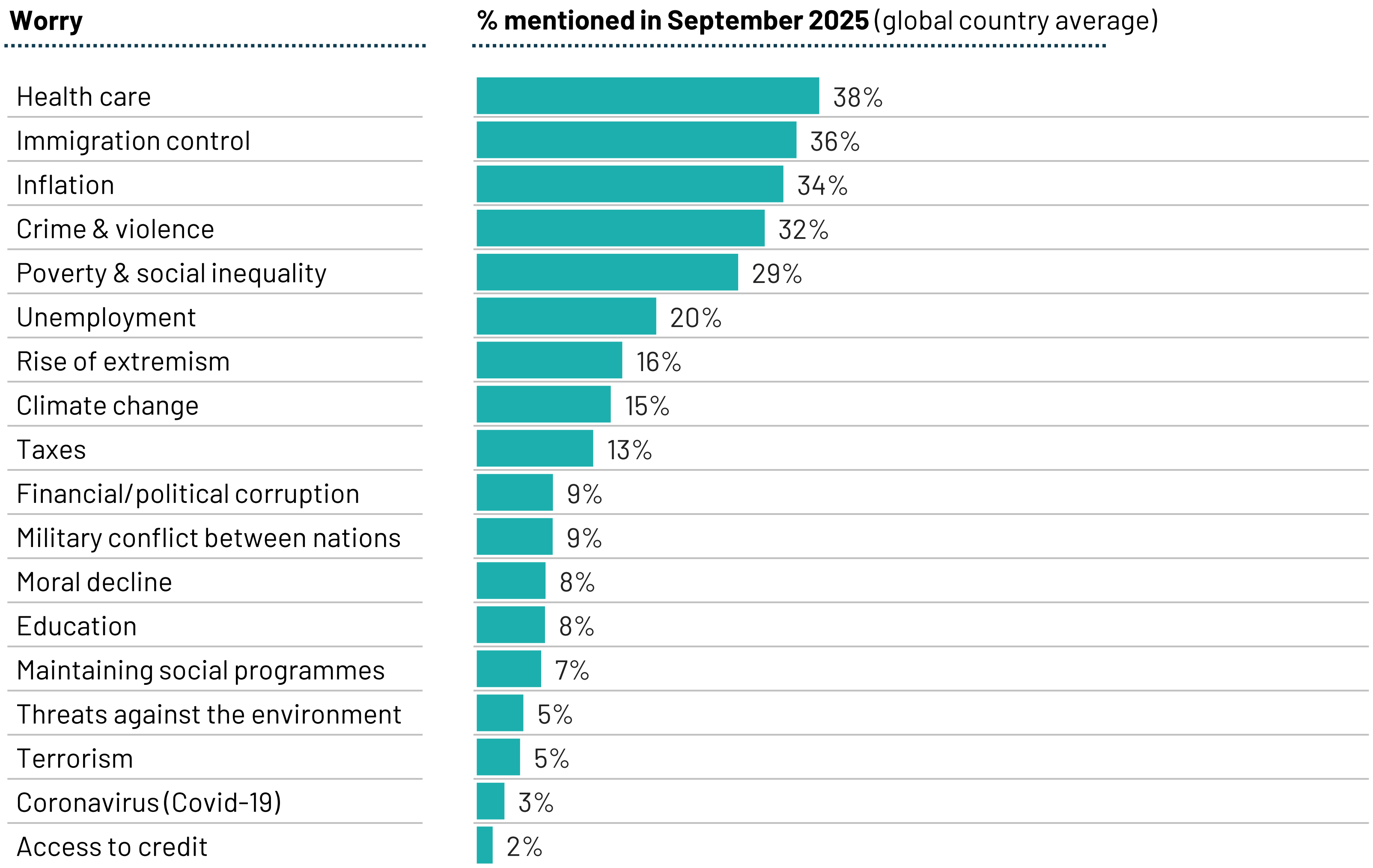
Inflation and the cost of living ranks 3rd.

Worldwide, healthcare is ranked 6th and is mentioned by 23% globally, while immigration is ranked 8th overall, and is cited by 18%.

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: Sep 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 violence and inflation were the key concerns in September, closely followed by followed by poverty/social inequality, corruption and unemployment.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

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

Worry	**% mentioned in September 2025** (global country average)
Crime & violence	32%
Inflation	30%
Poverty & social inequality	29%
Financial/political corruption	28%
Unemployment	28%
Health care	23%
Taxes	19%
Immigration control	18%
Climate change	14%
Education	14%
Military conflict between nations	11%
Moral decline	11%
Rise of extremism	10%
Terrorism	8%
Threats against the environment	7%
Maintaining social programmes	7%
Coronavirus (Covid-19)	2%
Access to credit	2%

COUNTRY COMPARISON – IRELAND VS GLOBAL

1. Health care

Healthcare is the most pressing issue in Ireland, and we exceed the global average significantly.

However, year-on-year the importance we attach to this issue has fallen sharply.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	%	Change from last month	12-month change
World	23%	-1	=
Hungary	63%	=	-5
Poland	41%	+1	+12
Ireland	38%	=	-12
Canada	38%	-3	-6
Great Britain	34%	+1	-1
Italy	34%	-1	-1
Brazil	33%	-1	-3
Australia	31%	-3	+2
Singapore	30%	+1	+6
Netherlands	28%	-5	+1
Spain	27%	-2	-5
Colombia	27%	-2	+7
France	26%	-1	+4
US	25%	=	-1
Sweden	23%	-2	-2
Belgium	21%	-2	-2
Germany	20%	=	+3
Mexico	20%	=	+4
Argentina	16%	-3	+4
Chile	16%	-2	+3
Peru	15%	+1	-2
South Africa	14%	-3	-1
India	13%	+1	=
Malaysia	10%	-2	+1
Japan	10%	-1	=
Israel	9%	=	+6
Thailand	8%	+1	+1
South Korea	7%	-1	-20
Türkiye	5%	=	+4
Indonesia	4%	-3	-3

2. Immigration control

In terms of immigration, we are in the upper echelons globally in terms of our concern about this this issue - We are twice the global average.

However, this represents a decrease of four points since August, and a seven-point decrease year on year.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country		Change from last month	12-month change
World	18%	=	=
Great Britain	40%	+1	+1
Chile	38%	-1	-1
Ireland	36%	-4	-7
Netherlands	36%	=	+1
Germany	35%	-4	+2
Canada	28%	+4	+4
France	27%	+3	+6
Spain	26%	-1	-4
Belgium	25%	-1	+1
Japan	24%	+4	+10
Poland	23%	-6	+2
US	22%	=	-5
Australia	21%	+2	+3
Türkiye	19%	-1	-22
Italy	19%	-1	+2
Sweden	18%	+1	-1
Singapore	17%	+2	+4
South Africa	16%	+1	+2
Malaysia	11%	-2	-1
Peru	9%	-1	=
Thailand	8%	=	+1
Mexico	6%	+1	=
Colombia	5%	-2	-4
Hungary	4%	=	-6
India	4%	-5	-4
South Korea	4%	+2	+3
Israel	4%	=	-2
Argentina	3%	=	+1
Brazil	1%	=	=
Indonesia	1%	=	-1

3. Inflation

We are slightly above mid-table globally regarding our concerns about inflation/the cost of living.

Compared to this time last year, concerns about inflation have increased by three points.

Country	%	Change from last month	12-month change
World	30%	=	=
Singapore	59%	+3	+12
Canada	46%	=	+3
Türkiye	46%	-5	-6
India	46%	+7	+16
US	42%	+4	-6
Hungary	41%	-3	+11
Australia	39%	-3	-9
Ireland	34%	-1	+3
Mexico	34%	=	+6
Great Britain	33%	+1	+3
Argentina	33%	-2	-15
South Korea	31%	+3	=
Japan	30%	+2	+1
France	30%	-1	-3
Spain	29%	+5	+1
Brazil	29%	=	+7
Germany	27%	-2	+4
Italy	27%	+2	+1
Poland	26%	-3	-8
Malaysia	26%	-2	-6
Belgium	25%	+1	+1
Chile	22%	+2	-3
South Africa	21%	+4	+2
Colombia	19%	=	-7
Thailand	19%	-1	-6
Sweden	18%	-2	+1
Indonesia	16%	-2	-2
Netherlands	16%	-5	-1
Israel	15%	=	-6
Peru	12%	=	-11

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

4. Crime & violence

We mirror the global average in terms of attitudes towards crime and violence.

Our concerns towards crime and violence have remained stable over the past 12 months.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country	%	Change from last month	12-month change
World	32%	=	+1
Peru	69%	+3	+17
Chile	66%	+2	+1
South Africa	58%	+6	+4
Sweden	57%	-7	-8
Mexico	53%	-6	-1
Colombia	49%	+7	+12
Brazil	43%	+1	+3
Argentina	41%	+1	+1
France	36%	-2	+1
Israel	34%	+4	+5
Netherlands	33%	+9	+12
Belgium	33%	+5	+6
Australia	32%	-4	-1
Türkiye	32%	+2	+12
Ireland	32%	=	-1
Malaysia	30%	+1	-10
Italy	30%	=	+5
Germany	29%	+1	-8
US	27%	+4	-1
India	27%	+6	+6
Japan	22%	+4	+10
Great Britain	22%	-3	-12
Canada	20%	=	+1
Spain	20%	-1	+1
South Korea	20%	-1	-1
Thailand	18%	-1	-8
Indonesia	12%	-4	-5
Poland	11%	-4	=
Singapore	9%	+1	-10
Hungary	7%	-1	=

5. Poverty & social inequality

Nearly three in ten identify poverty and social inequality as a source of concern, mirroring the global average.

On an annual basis, concern about this issue has risen five points.

Base: Representative sample of 25,775 adults aged 16-74 in 30 participating countries, August 22nd 2025 - September 5th 2025.

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

Country		Change from last month	12-month change
World	29%	=	=
Indonesia	50%	+3	+6
Hungary	46%	+5	+7
Argentina	43%	=	+2
Brazil	34%	-1	-4
Thailand	33%	+4	-14
Türkiye	32%	-1	-7
Malaysia	32%	+7	+7
Colombia	32%	-2	+1
Japan	31%	+1	-3
Peru	31%	-7	-1
South Africa	30%	-3	-3
Ireland	29%	+2	+5
Germany	29%	=	+3
Mexico	28%	-2	-4
Italy	27%	-1	=
France	27%	+1	-1
Belgium	27%	-1	+4
Chile	26%	=	+1
Canada	26%	=	=
Australia	26%	+2	-3
Great Britain	26%	+1	-1
Spain	23%	-1	=
Sweden	23%	+2	+6
Netherlands	23%	-8	-13
South Korea	23%	-1	-1
Poland	23%	+7	=
Israel	21%	-4	+4
India	20%	+1	=
Singapore	18%	-2	+5
US	15%	-2	-4

THANK YOU

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