IPSOS B&A CONSUMER CONFIDENCE

October 2025

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INTRODUCTION

Introduction

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

2 Survey results are based on a sample of 1,040 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 16th – 28th October 2025

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KEY HIGHLIGHTS

A lacklustre budget leaves the public underwhelmed as we inch towards the winter months

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 16th – 28th October 2025.

Consumer confidence has **retreated** in October, with a net rating of -54 (those feeling downbeat versus those feeling more upbeat). This compares with -49 last month.

65% believe that the country will be **worse off** in the year ahead (up four points), with just 11% 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 61%. This is the lowest that we have seen this year – in addition, one in five (19%) say that they are struggling to some extent.

Inflation has crept up, driven largely by the essentials. Leaving aside education costs, food and non-alcoholic drink purchases are outpacing the overall rate of inflation (4.5% versus 2.9% overall). Inflation is now at a 19-month high.

Over two in five (41%) expect their net income to **decline** in the next 12 months, with just one in five being positive about the year ahead.

In total, nearly half (47%) think they will **spend less** over the year ahead, with just one in seven (14%) planning to spend more.

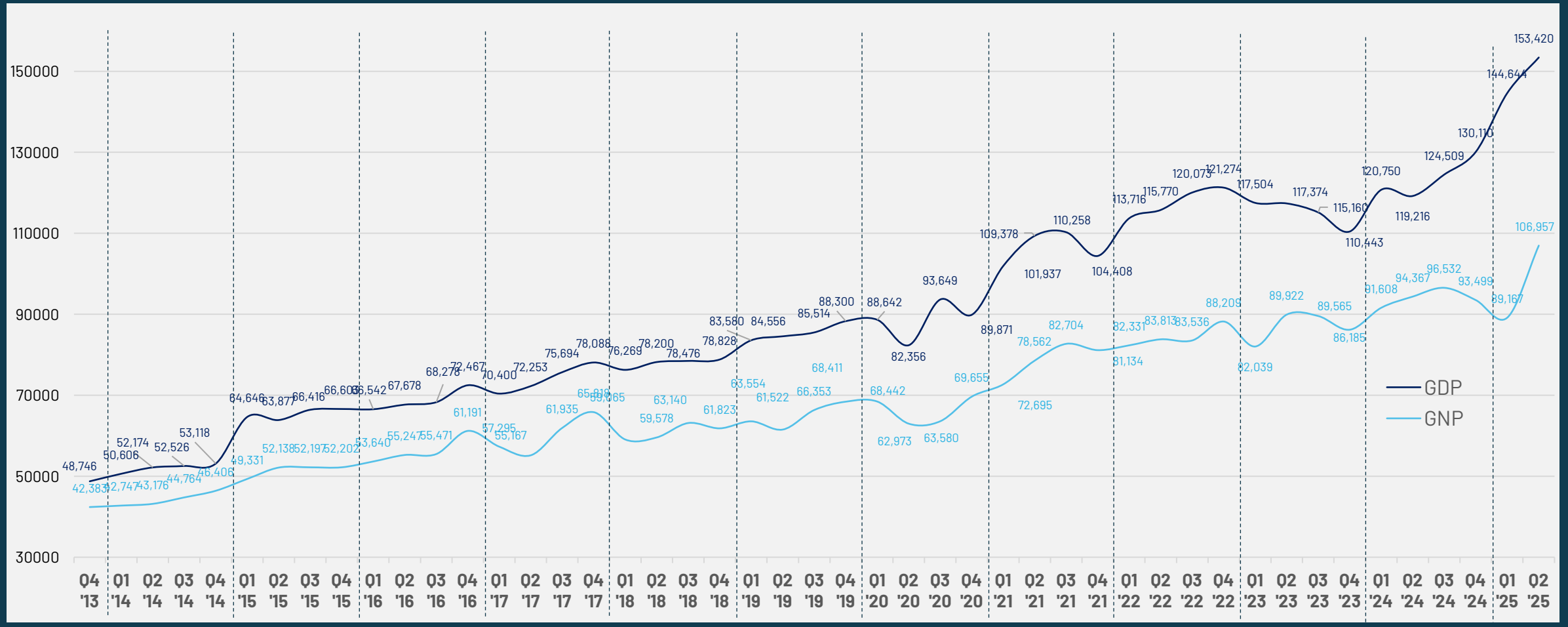
This parallels with saving intentions – 47% plan **to save less**, compared to just 21% planning to boost their savings over the next 12 months.

While householders still feel that their **net asset wealth will increase over the next year**, their sentiment toward asset growth over the next 12 months has softened in October - over one in three (35%) believing that the value of their personal assets will be boosted.

The gap (those who think their **asset value will increase minus those anticipating a decrease**) stands at +15%; a four-point decrease since September.

MACRO CONTEXT

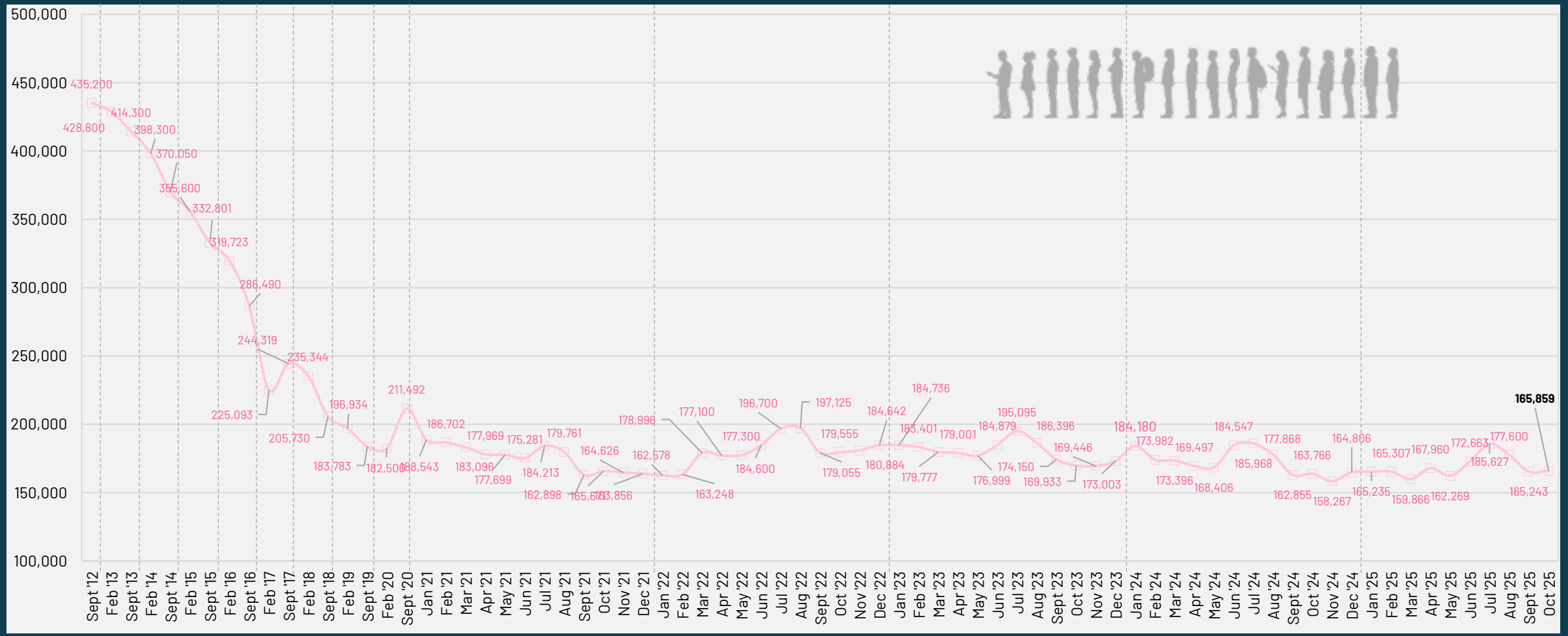
The most recent CSO data highlights continued growth in GDP in Q2 2025, fuelled by the Pharma sector. Tariff avoidance has distorted GDP in H1 2025.



Note: Qtr 2 data still to be finalised

Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register figures remained stable compared to September but has increased marginally YOY, rising from 163,766 in October 2024 to 165,859 in October 2025.

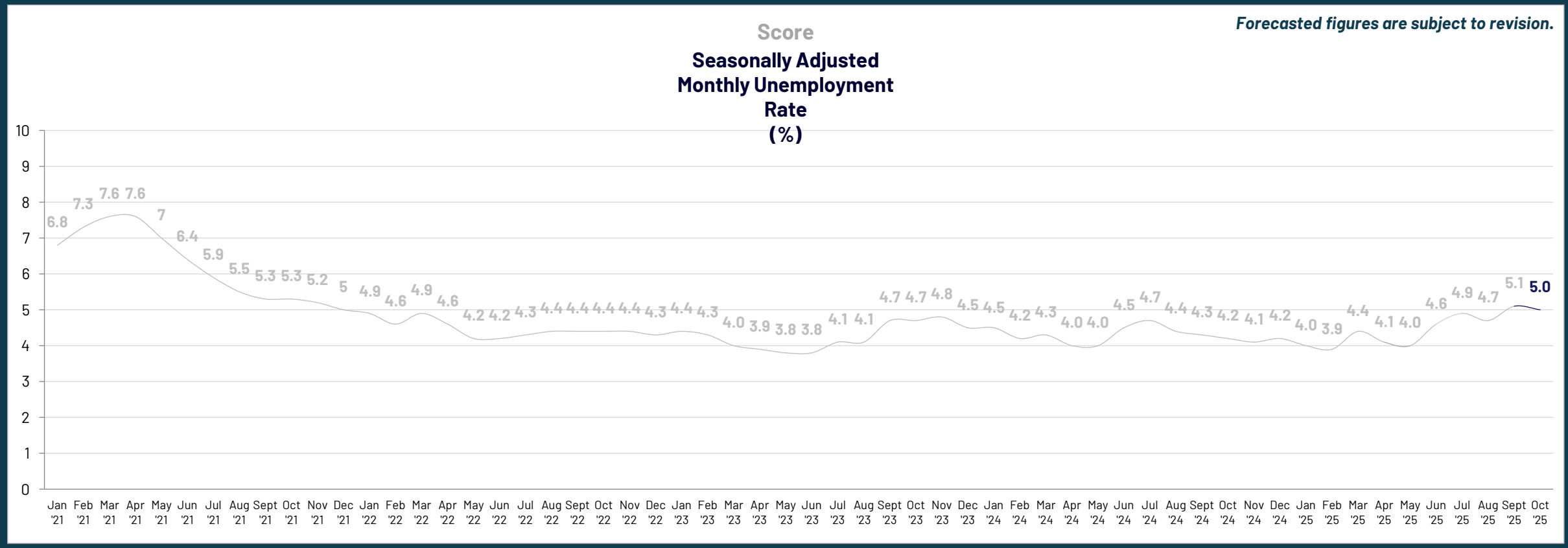


Source: www.CSO.ie Quarterly National Accounts

**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 seasonally adjusted unemployment rate has edged upwards this year. While still strong, there are certain watch-outs; especially youth unemployment.

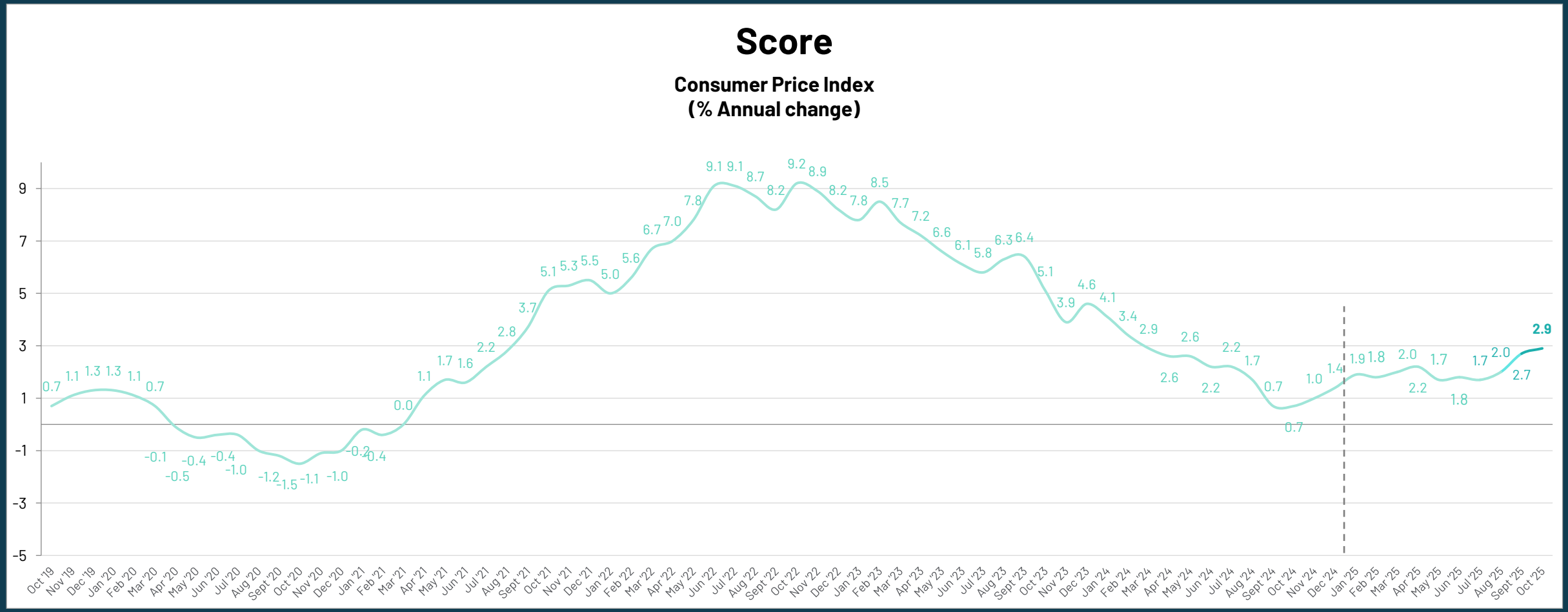
Seasonally Adjusted Monthly Unemployment Rate



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

Furthermore, inflation edged up to 2.9% in October, the highest level recorded this year.

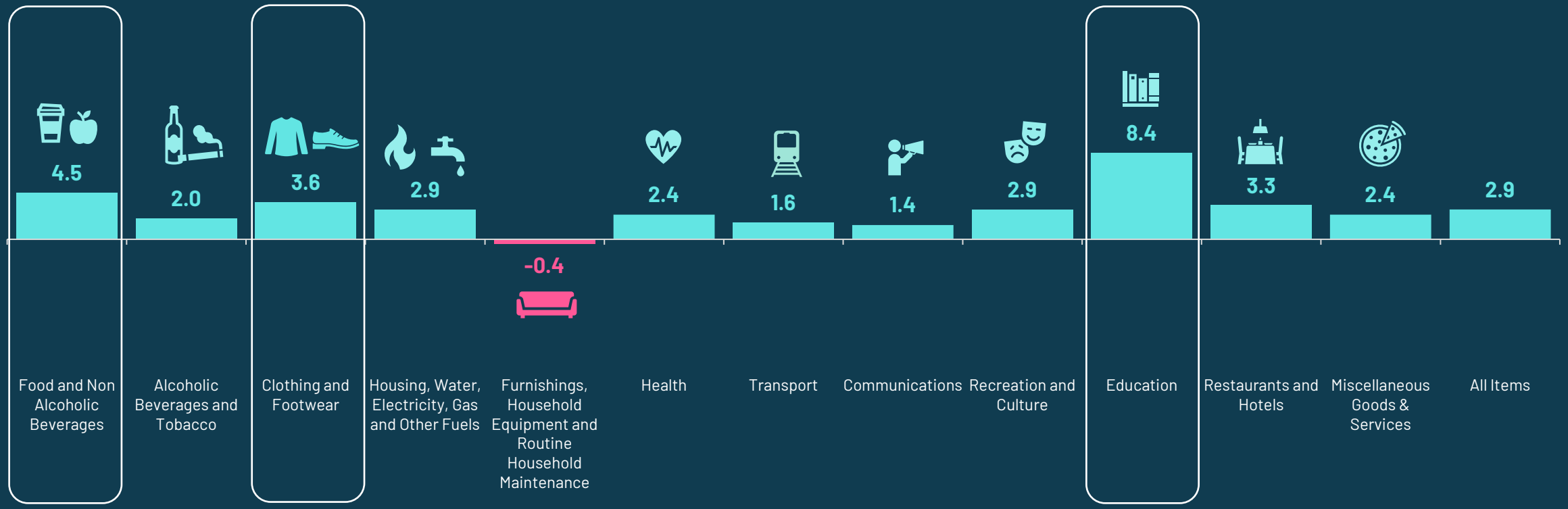
Consumer Price Index (% Annual change)



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

Inflation is highest within the *Education (+8.4%) sector*, followed by *Food & Non-Alcoholic Beverages (+4.5%)*. *Furnishings, Household Equipment & Routine Household Maintenance (-0.4%)* is the only division in negative territory.

Consumer Price Index by Sector (% Annual change)



Stories about the cost of living dictate the narrative.

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Inflation now back at 2pc despite rise in grocery prices, Taoiseach tells Dáil

Taoiseach Micheál Martin (Brian Lawless/PA)

Senan Molony
Wed 22 Oct 2025 at 12:56

Irish Independent

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Grocery inflation hits 6.5pc as Irish families brace for costly Christmas

Lidl (Andrew Matthews/PA)

Donal O'Donovan
Mon 20 Oct 2025 at 11:33

Irish Examiner

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HOMEPAGE / BUSINESS / COMPANIES

Grocery price inflation hits highest level since December 2023

Inflation reached 6.5% in the 12 weeks to October 5, well ahead of the headline inflation rate of 2.7%

In October, take-home grocery sales rose by 6.1% with shoppers spending an additional €67.6m on groceries.

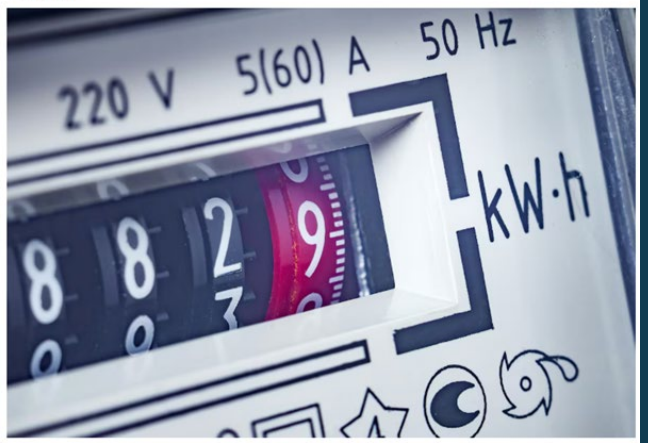
MON, 20 OCT, 2025 - 12:28
RONAN SMYTH

THE IRISH TIMES

Why are Irish energy prices so high?

Irish households are paying about €350 more a year for electricity compared to other EU countries

Expand

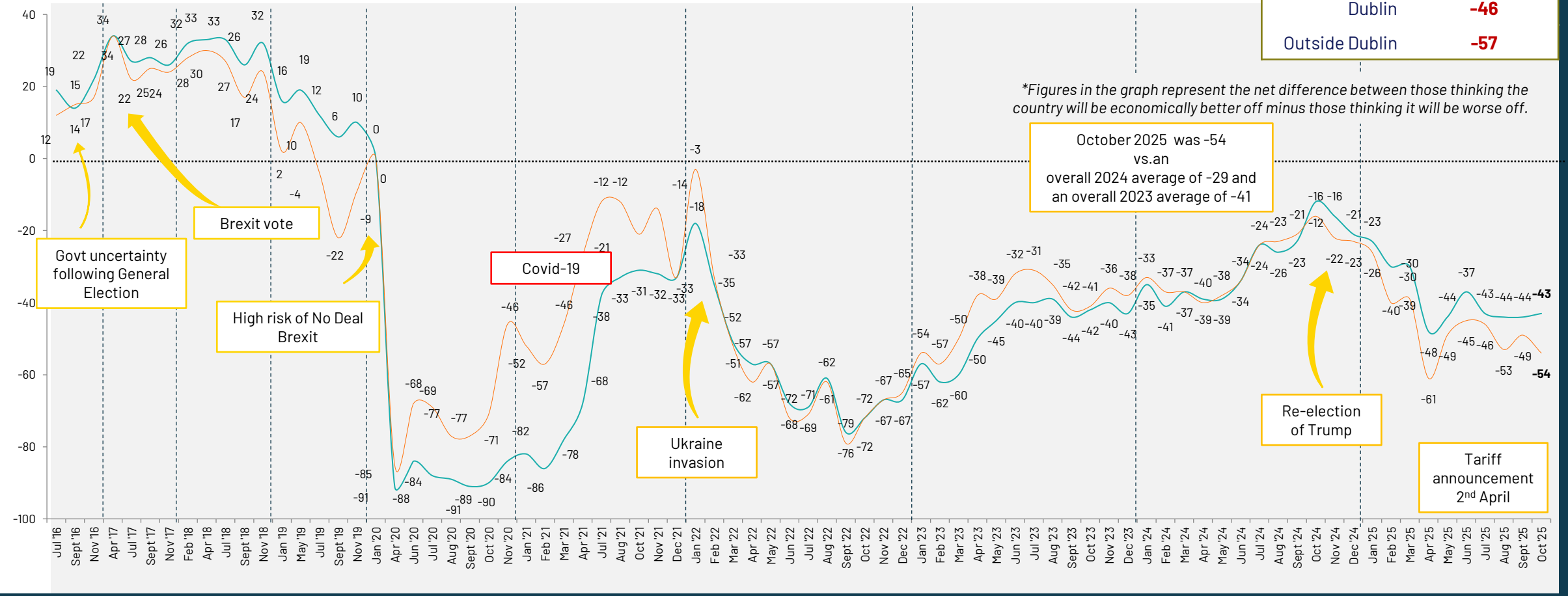


Heating a home in Ireland typically accounts for around 60% of a domestic energy bill, with the balance spilt evenly between heating water and electricity. Photograph: iStock

CONSUMER CONFIDENCE FINDINGS

Consumer confidence softened from -49 in September to -54 in October, likely reflecting growing concerns about the global economic outlook and a lacklustre budget for many.

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

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Females and residents living outside the capital are the most pessimistic in their outlook. Those aged 55+ were also more downbeat in October.

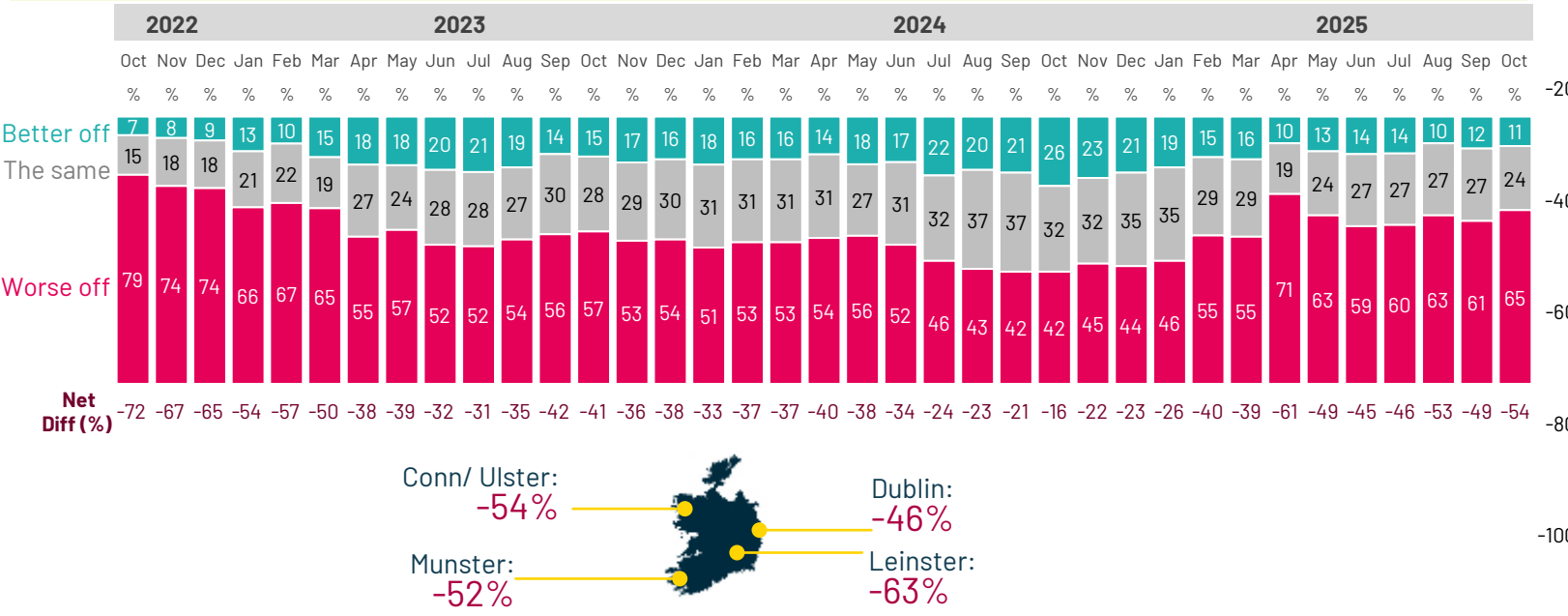
NET DIFF	-54 Total	-42 Male	-65 Female	-46 16-34	-55 35-54	-60 55+	-52 ABC1F	-56 C2DE	-46 Dublin	-57 Outside Dublin	-55 Irish	-50 Non-Irish
Sep '25	-49%	-39%	-58%	-33%	-58%	-52%	-45%	-52%	-37%	-54%	-48%	-49%
Aug '25	-53%	-44%	-62%	-42%	-53%	-62%	-50%	-56%	-50%	-54%	-54%	-50%
Jul '25	-46%	-34%	-58%	-38%	-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%

Base: All Adults 16+

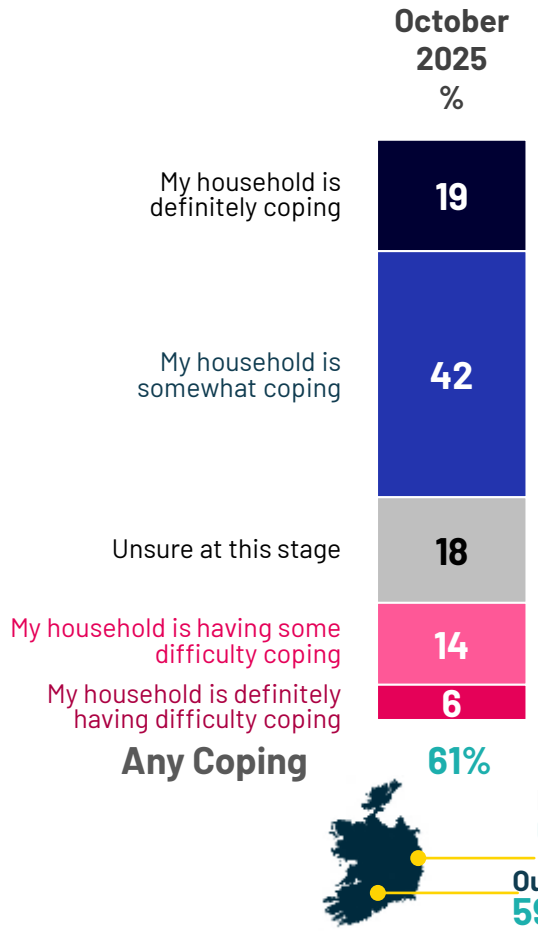
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

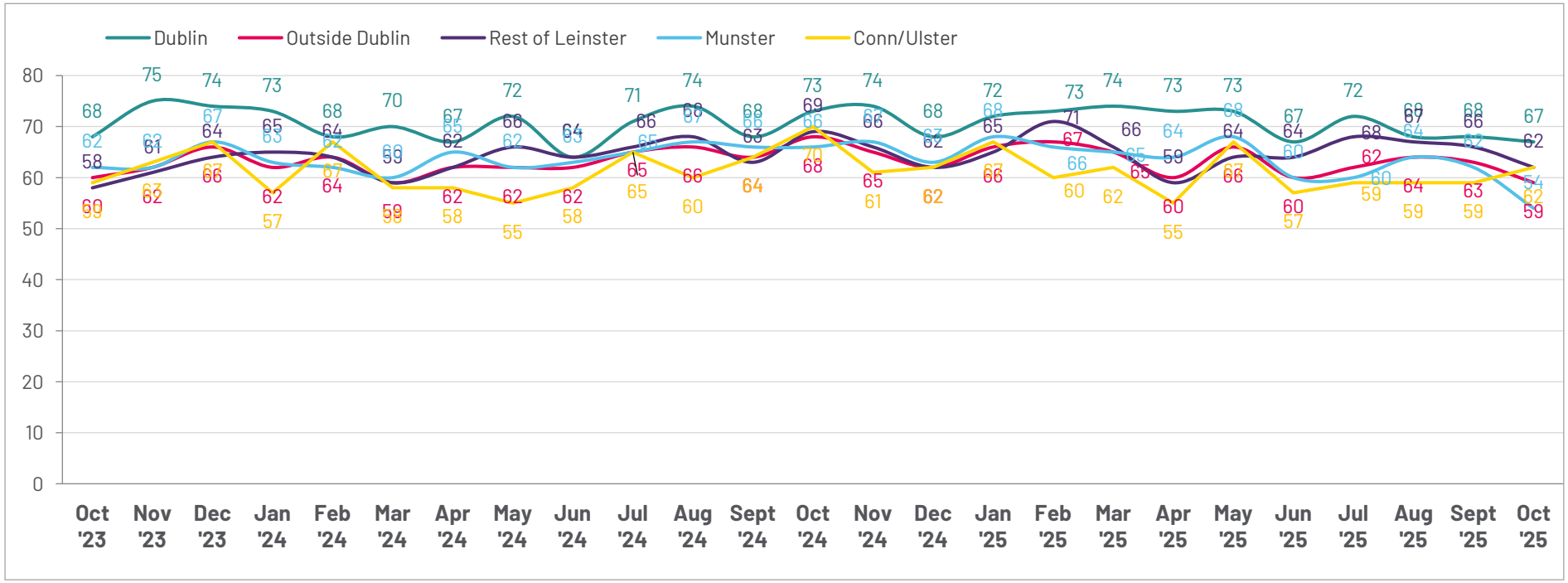
Two in three feel that the country will be worse off over the next 12 months; just one in 10 are optimistic.

	Looking Forward '22					Looking Forward '23											Looking Forward '24											Looking Forward '25									
	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	Oct
Dublin	-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	-46
Outside Dublin	-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	-57


2022
2023
2024
2025
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 Oct
% % % %

Despite lower consumer confidence, consumers continue to remain resilient, with three in five being "coping" with rising prices. Nevertheless, 19% are struggling.





Dublin: 67%

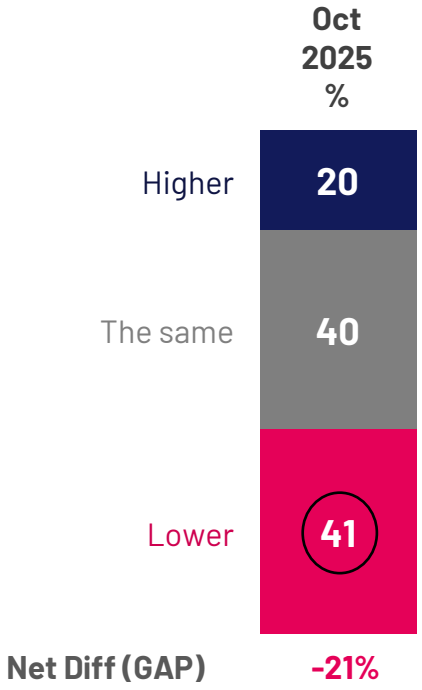
Outside Dublin: 59%

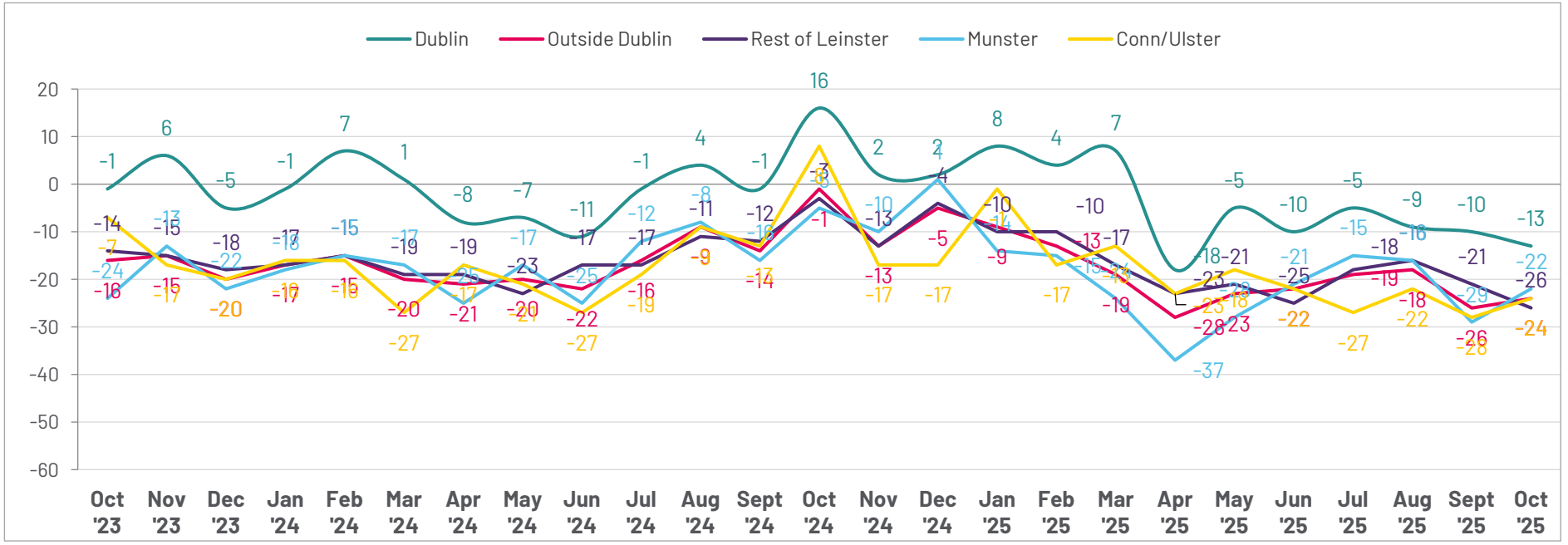
The proportion of Dubliners who are "coping" with the cost-of-living remains higher than the rest of the country. ABC1s (67%) are also more confident.

	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	Oct 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	61

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

One in five feel their disposable income will improve in the coming year, but the largest proportion are those who are expecting to see a decline.





Dublin: -13%

Outside Dublin: -24%

Those living outside of Dublin remain significantly more pessimistic. However, 27% of younger respondents (16-24 year olds) are more optimistic towards their personal income situation over the coming 12 months.

	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	Oct
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	-15	-15	-21	-21

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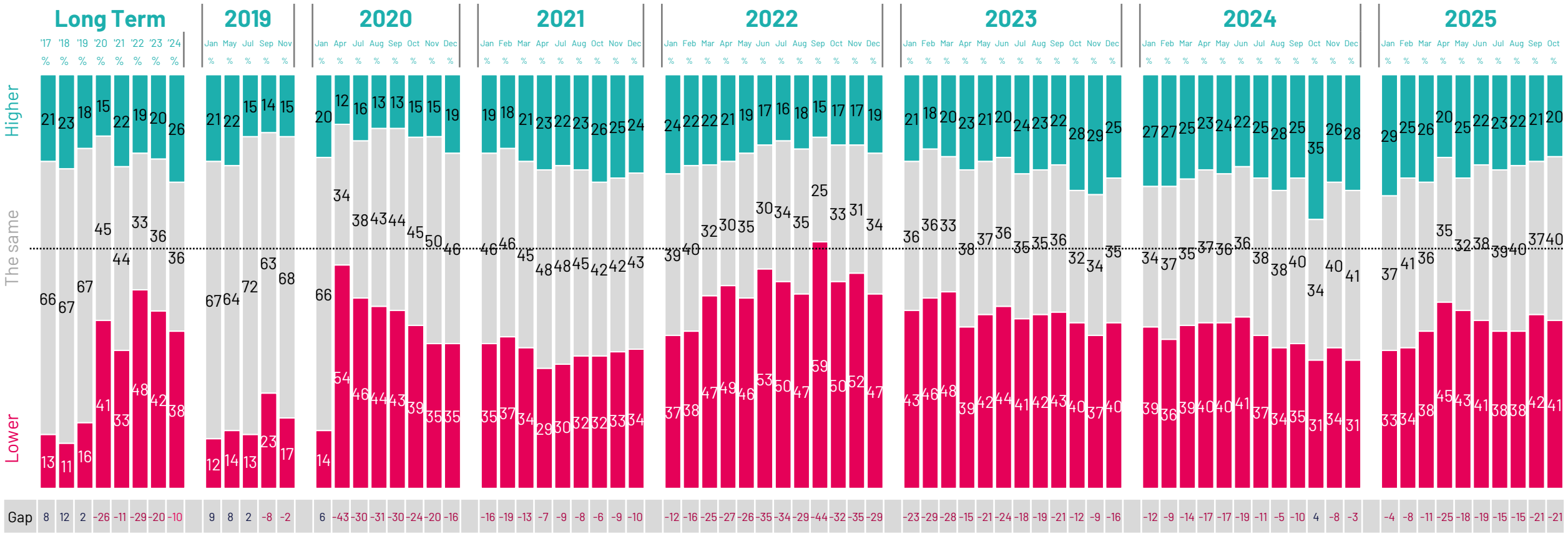
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Income Projections – Looking Forward YOY

Expect it to be...

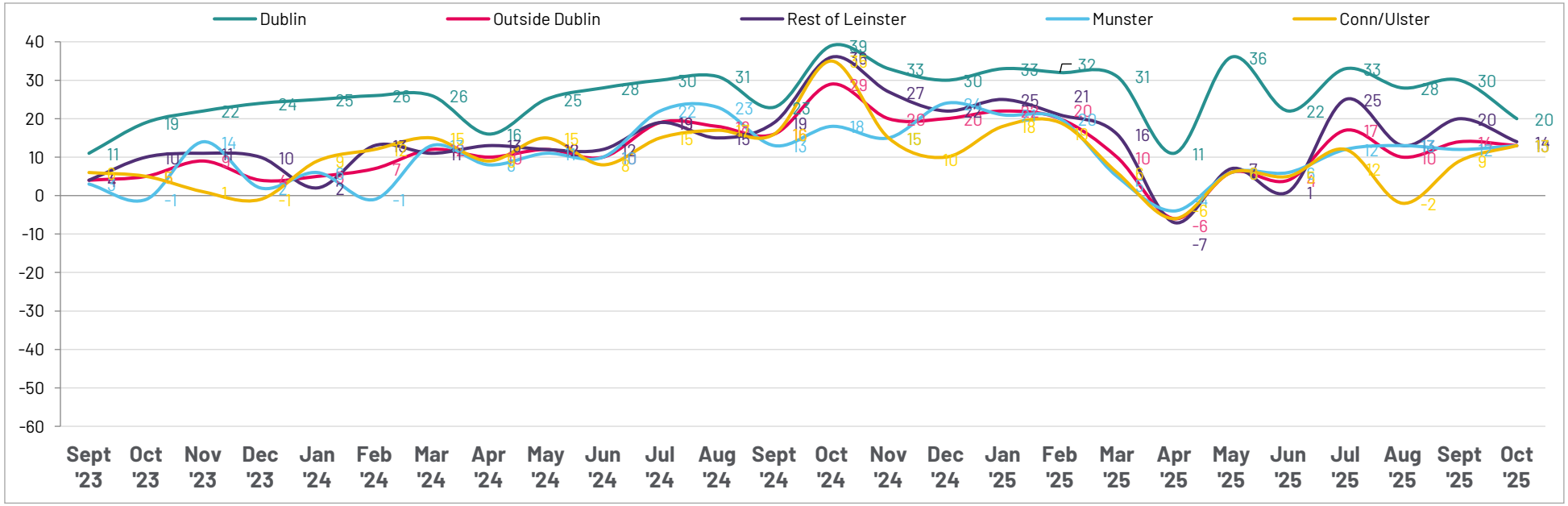


Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Sentiment toward asset growth over the next 12 months softened in October; while we remain in positive territory, there has been a decrease overall this month.

Base: All Adults 16+

	Oct 2025 %
Higher	35
The same	45
Lower	20
Net Diff (GAP)	**+15%**



Dublin: **+20%**

Outside Dublin: **+13%**

Dubliners continue to hold the strongest net positive outlook for the perceived future value of their personal assets. All regions are in positive territory.

	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	Oct
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	+15

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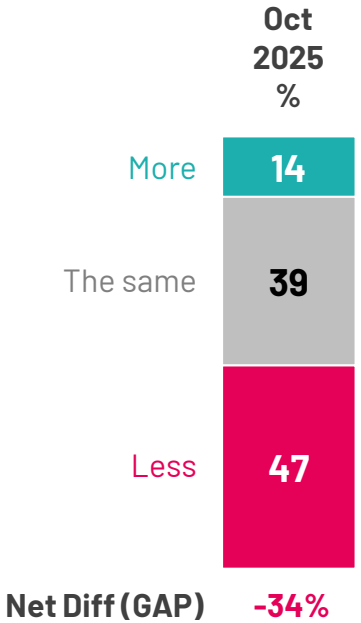
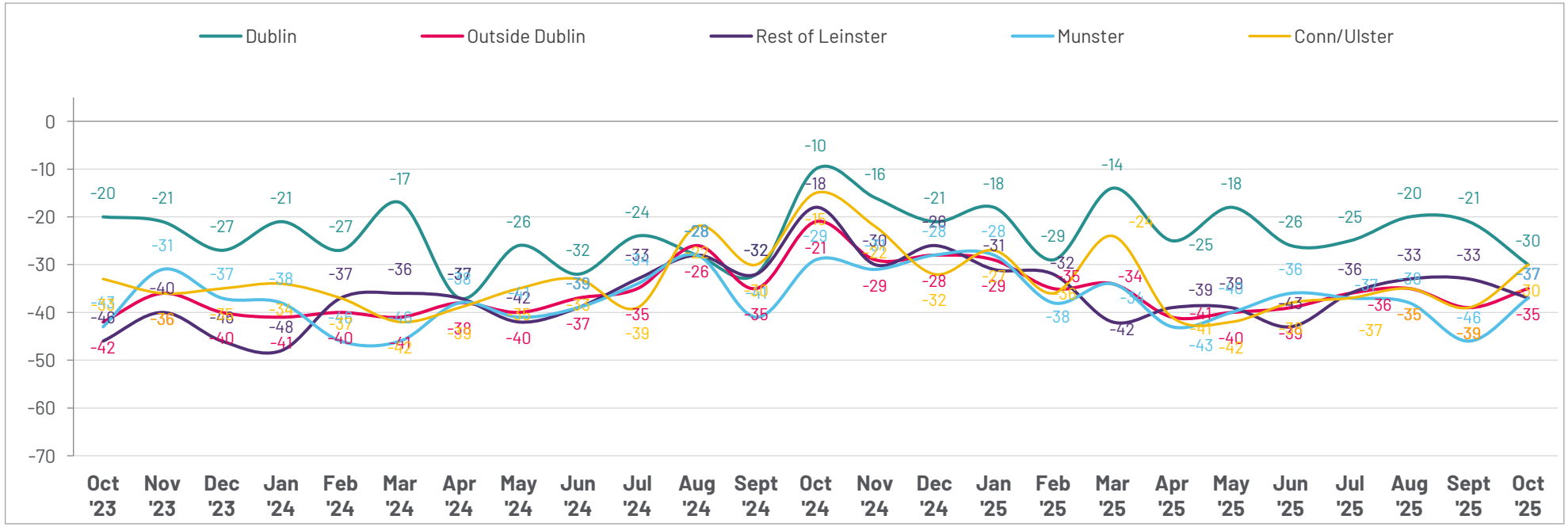
Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Spending intentions remains relatively stable. However, nearly half expect to spend less in the coming year.





Dublin: **-30%**

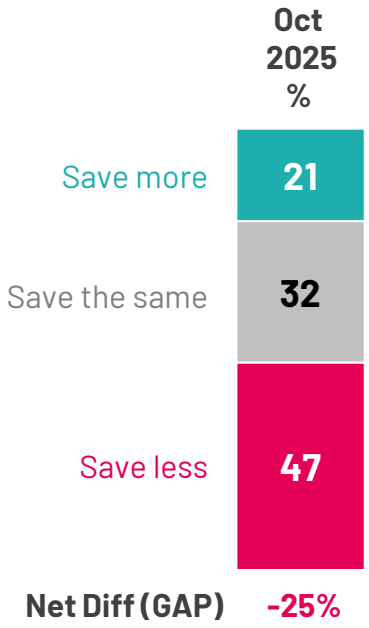
Outside Dublin: **-35%**

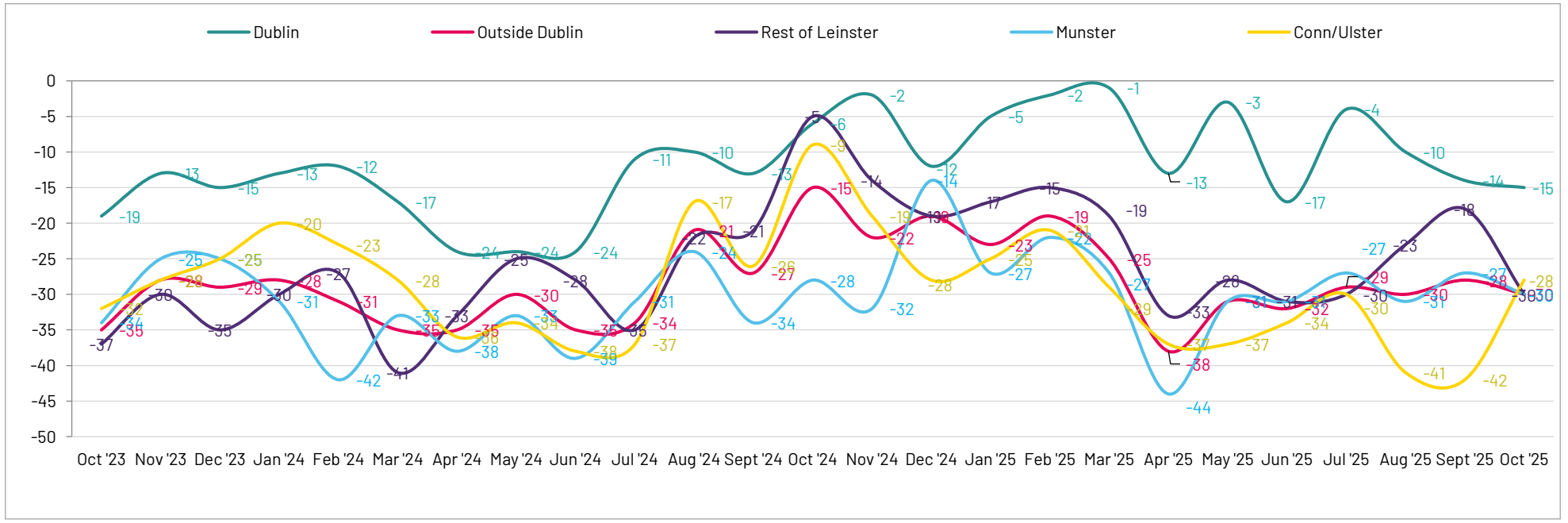
Spending intentions remain lower among those living outside of Dublin. Over one in five (22%) of younger respondents (16-24 year olds) intend to spend more.

	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	Jul	Aug	Sep	Oct
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	-33	-31	-34	-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 (47%) say they will save less, with just over one in five (21%) planning to boost their savings.





Dublin:
-15%

Outside Dublin:
-30%

Those more likely to save more over the next 12 months are 16-34 year olds (35%) and Dubliners (28%).

	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	Jul	Aug	Sep	Oct
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	-21	-25	-24	-25

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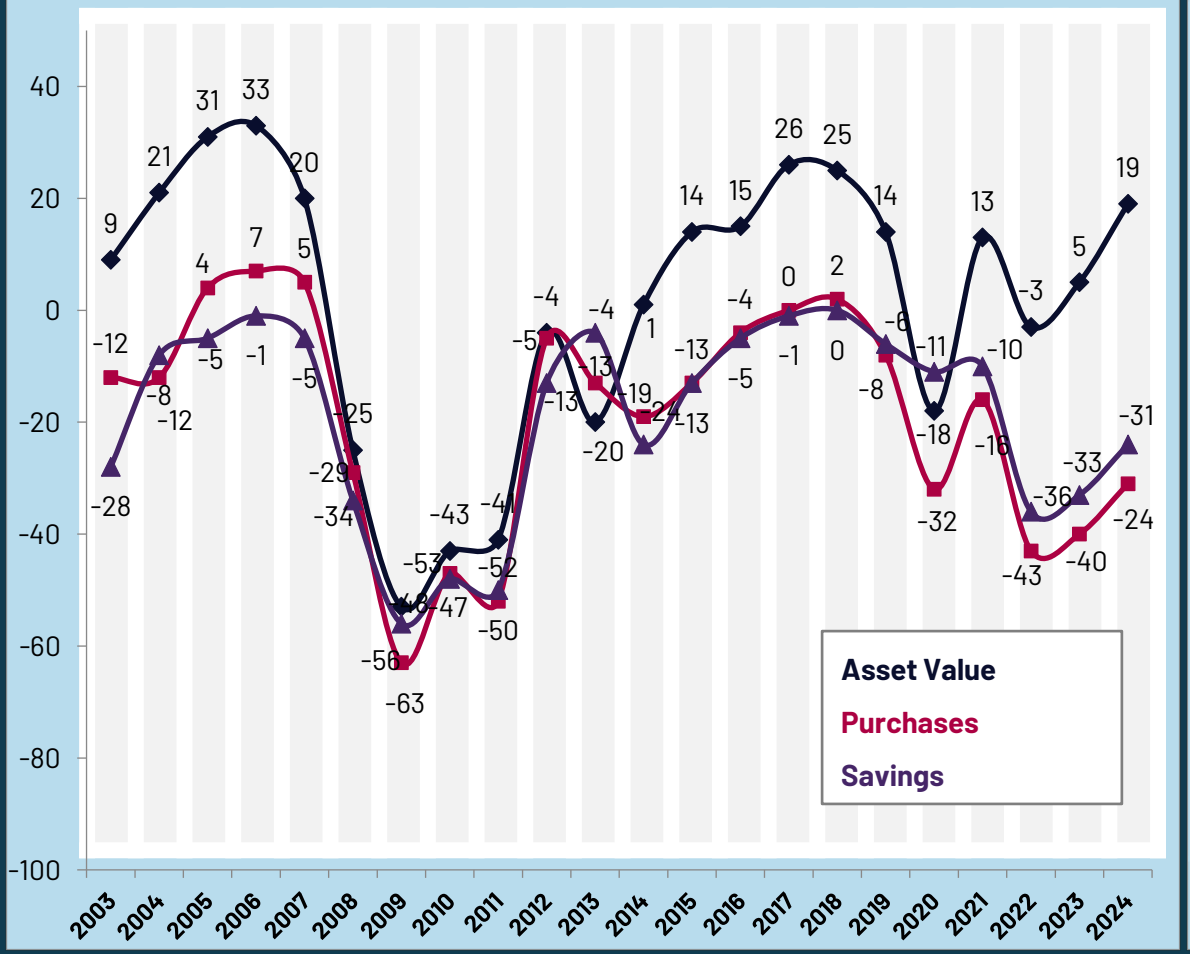
Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

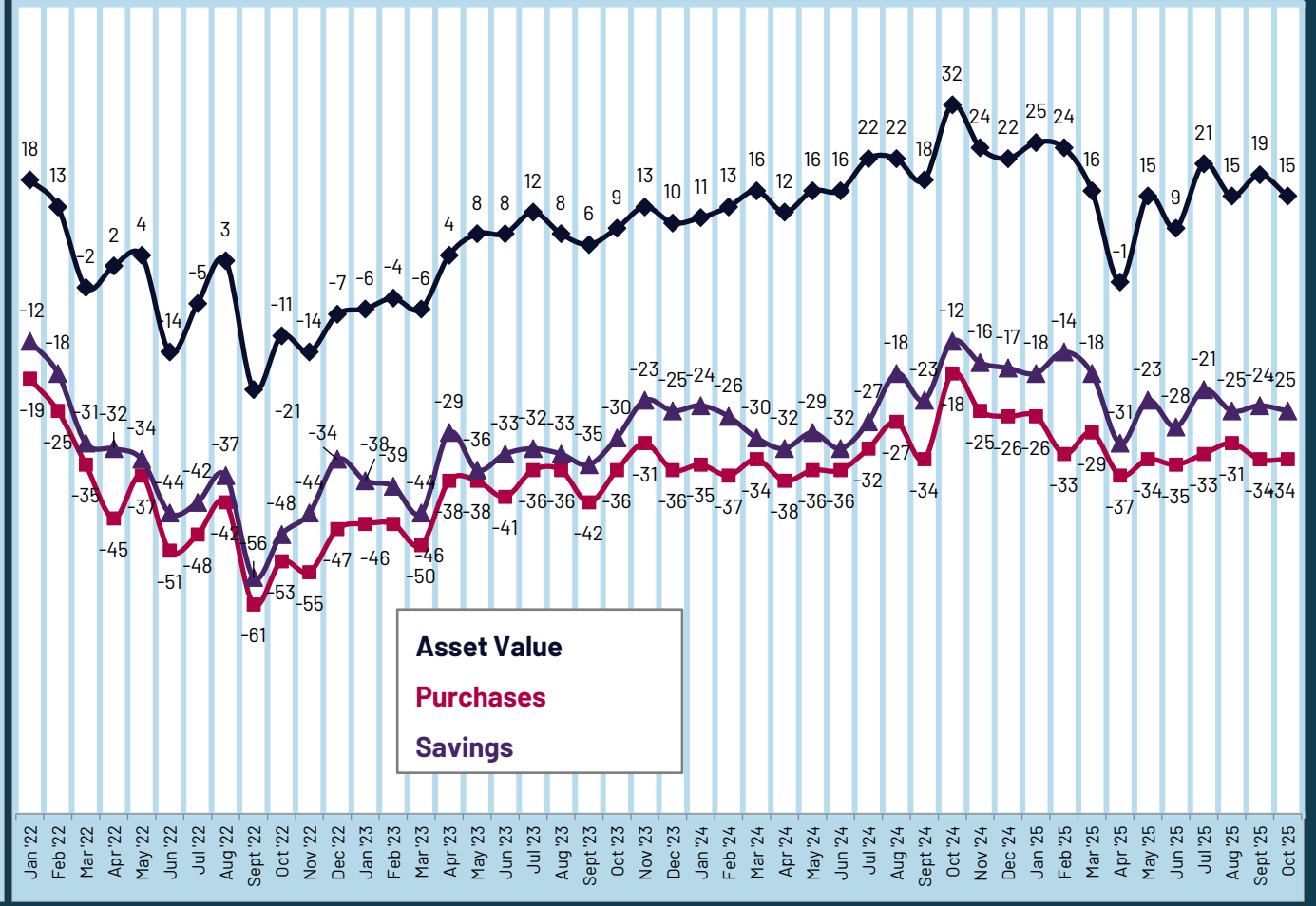
Balance Of Opinion in Summary – The Year Ahead

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?

October 2025

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IRELAND SUMMARY: OCTOBER 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	41%	+3	-3
Immigration control	40%	+4	+1
Inflation	39%	+5	+11
Crime & violence	29%	-3	-4
Poverty & social inequality	25%	-4	-4

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
41% RIGHT DIRECTION	+1	-4
59% WRONG TRACK	-1	+4

State of the economy

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

	change vs. last month	change vs. last year
53% GOOD	=	-7
47% BAD	=	+7

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: Oct 25

COUNTRY COMPARISONS

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Right vs. Wrong Direction Monitor

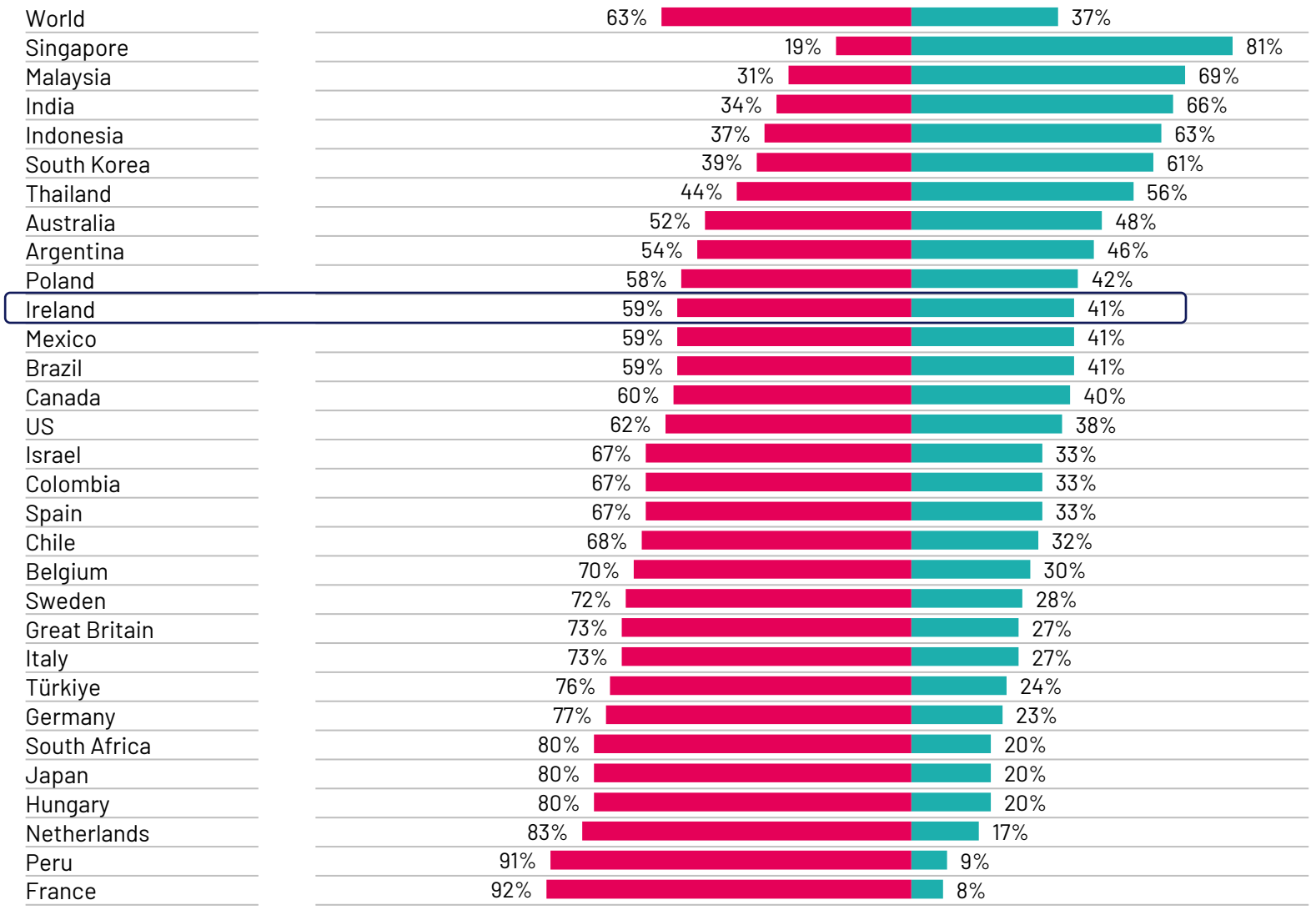
Two in five (41%) feel that the country is going in the right direction, marginally up from 40% in September.

We are more upbeat than the global average and alongside Poland, are the most positive among European nations.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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

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

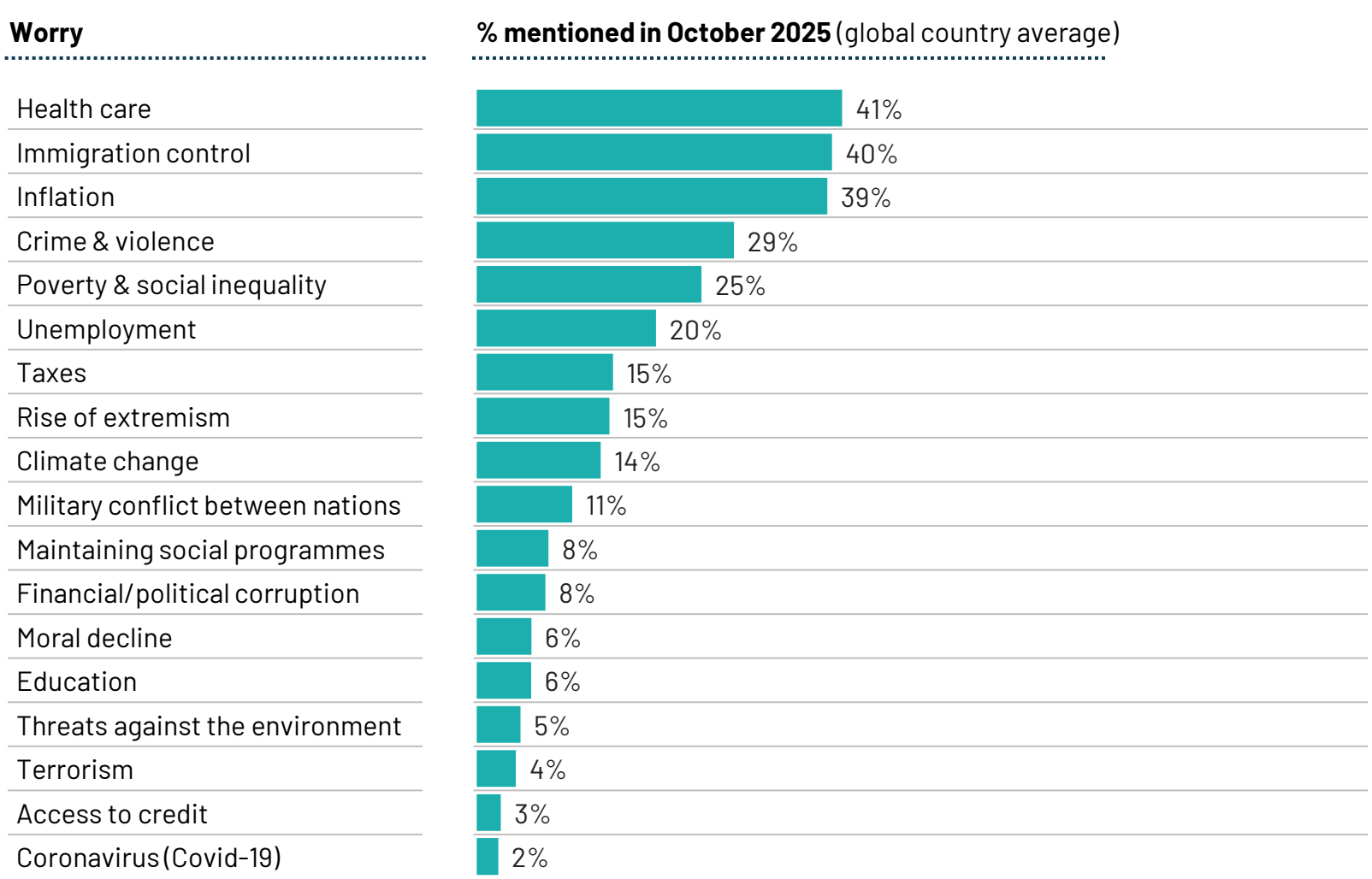
Healthcare remains the most pressing issue in Ireland, closely followed by Immigration control and Inflation /the cost of living.

Worldwide, healthcare is ranked 6th and is mentioned by 23% globally, while immigration is ranked 7th 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: Oct 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.

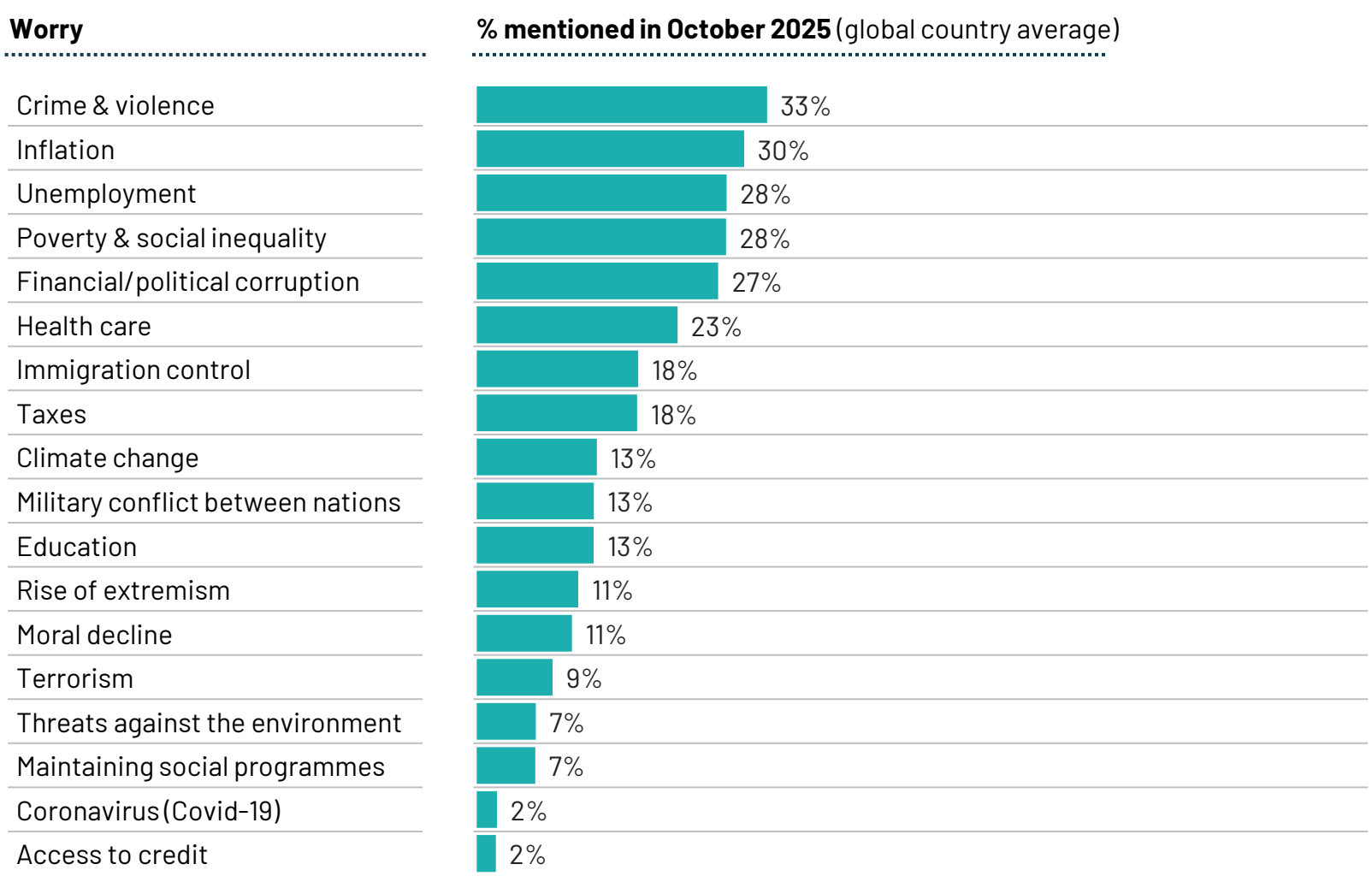
World Worries

Globally, crime and violence and inflation were the key concerns in October, closely followed by followed by unemployment, poverty/social inequality and corruption.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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

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



COUNTRY COMPARISON – IRELAND VS GLOBAL

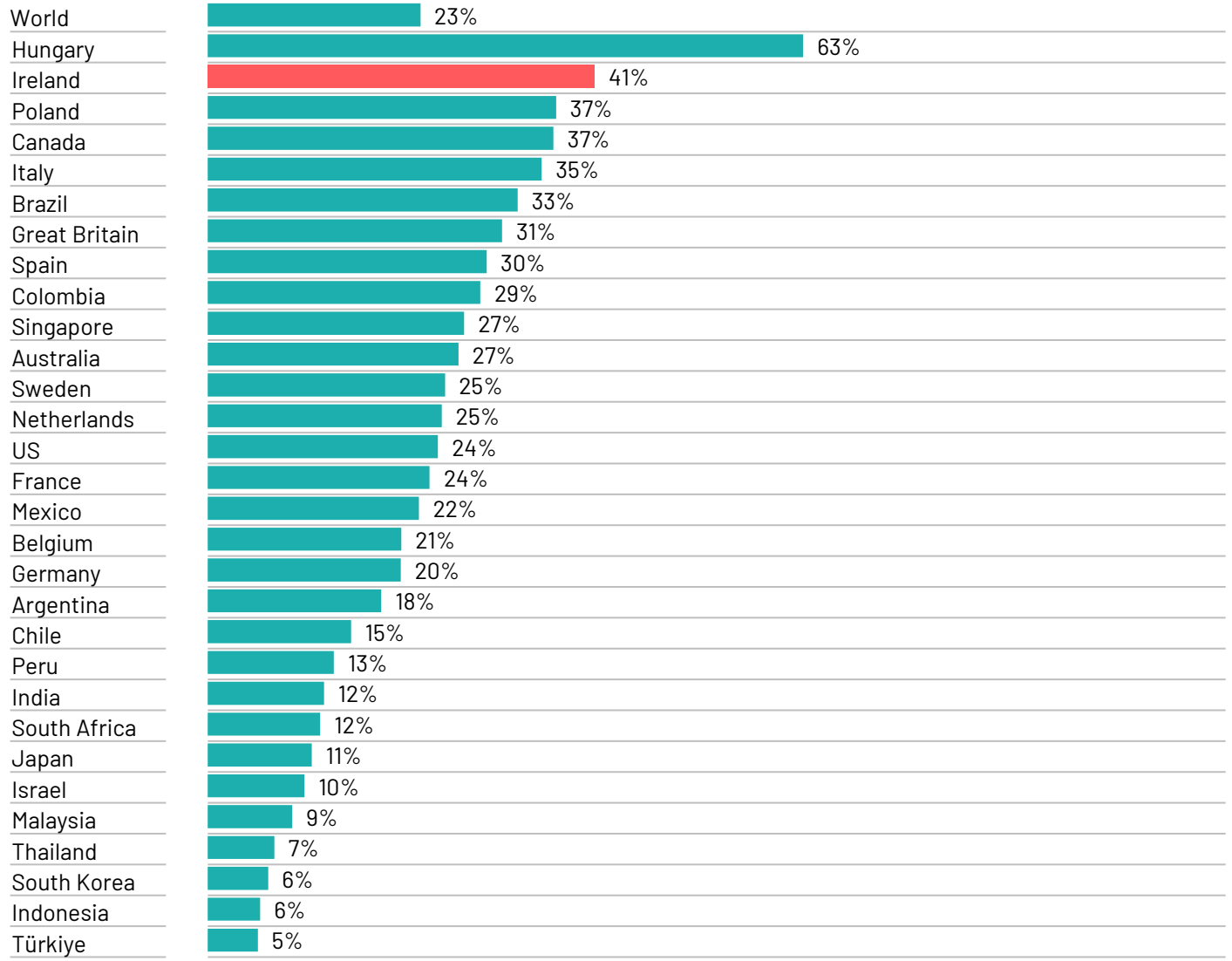
1. Health care

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

We are second only to Hungary in terms of our concern for this issue.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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



Country		Change from last month	12-month change
World	23%	=	-1
Hungary	63%	=	-2
Ireland	41%	+3	-3
Poland	37%	-4	+2
Canada	37%	-1	-1
Italy	35%	+1	+2
Brazil	33%	=	-6
Great Britain	31%	-3	-10
Spain	30%	+3	-1
Colombia	29%	+2	+10
Singapore	27%	-3	-3
Australia	27%	-4	-4
Sweden	25%	+2	+2
Netherlands	25%	-3	-9
US	24%	-1	+2
France	24%	-2	-2
Mexico	22%	+2	+5
Belgium	21%	=	+7
Germany	20%	=	+1
Argentina	18%	+2	+5
Chile	15%	-1	+2
Peru	13%	-2	-2
India	12%	-1	-1
South Africa	12%	-2	-3
Japan	11%	+1	=
Israel	10%	+1	+5
Malaysia	9%	-1	=
Thailand	7%	-1	-1
South Korea	6%	-1	-28
Indonesia	6%	+2	=
Türkiye	5%	=	+1

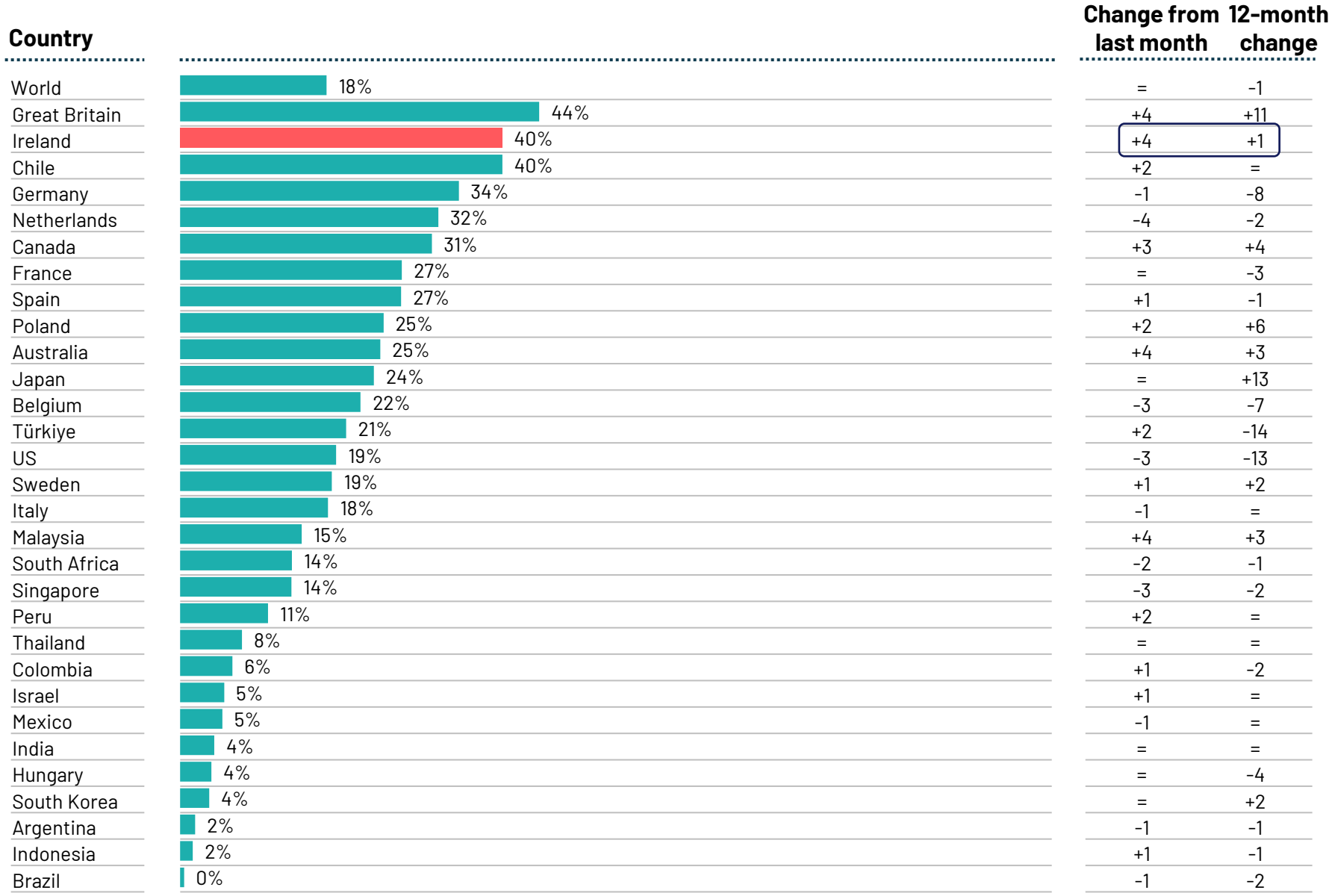
2. Immigration control

We are over twice the global average regarding our concerns about immigration and are second only to the UK.

This represents an increase of four points since September, and coincides with an upsurge in demonstrations and violence more recently.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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



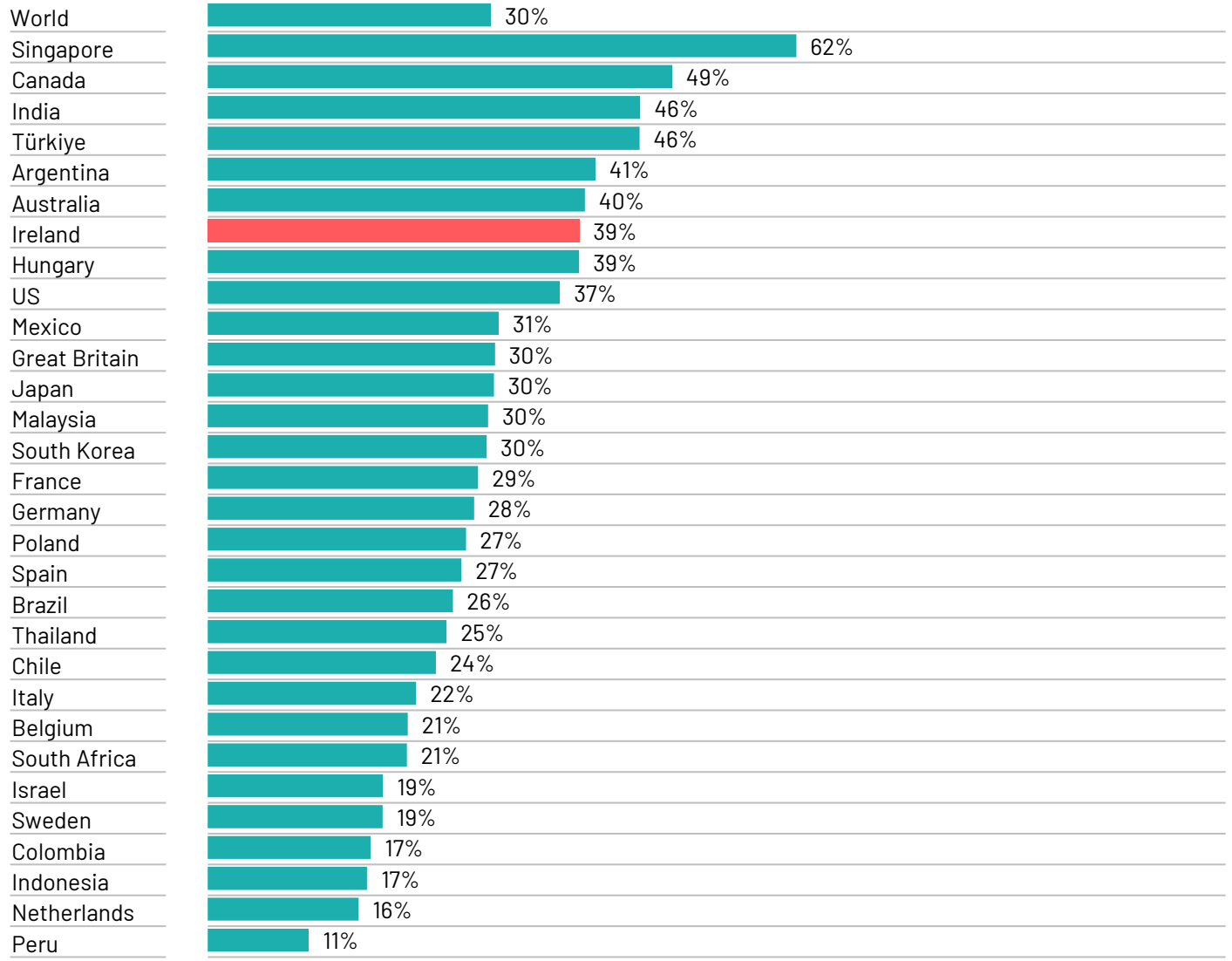
3. Inflation

Our concerns about inflation/the cost of living has risen sharply versus the corresponding month last year.

We are in the upper echelons compared to our global counterparts.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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

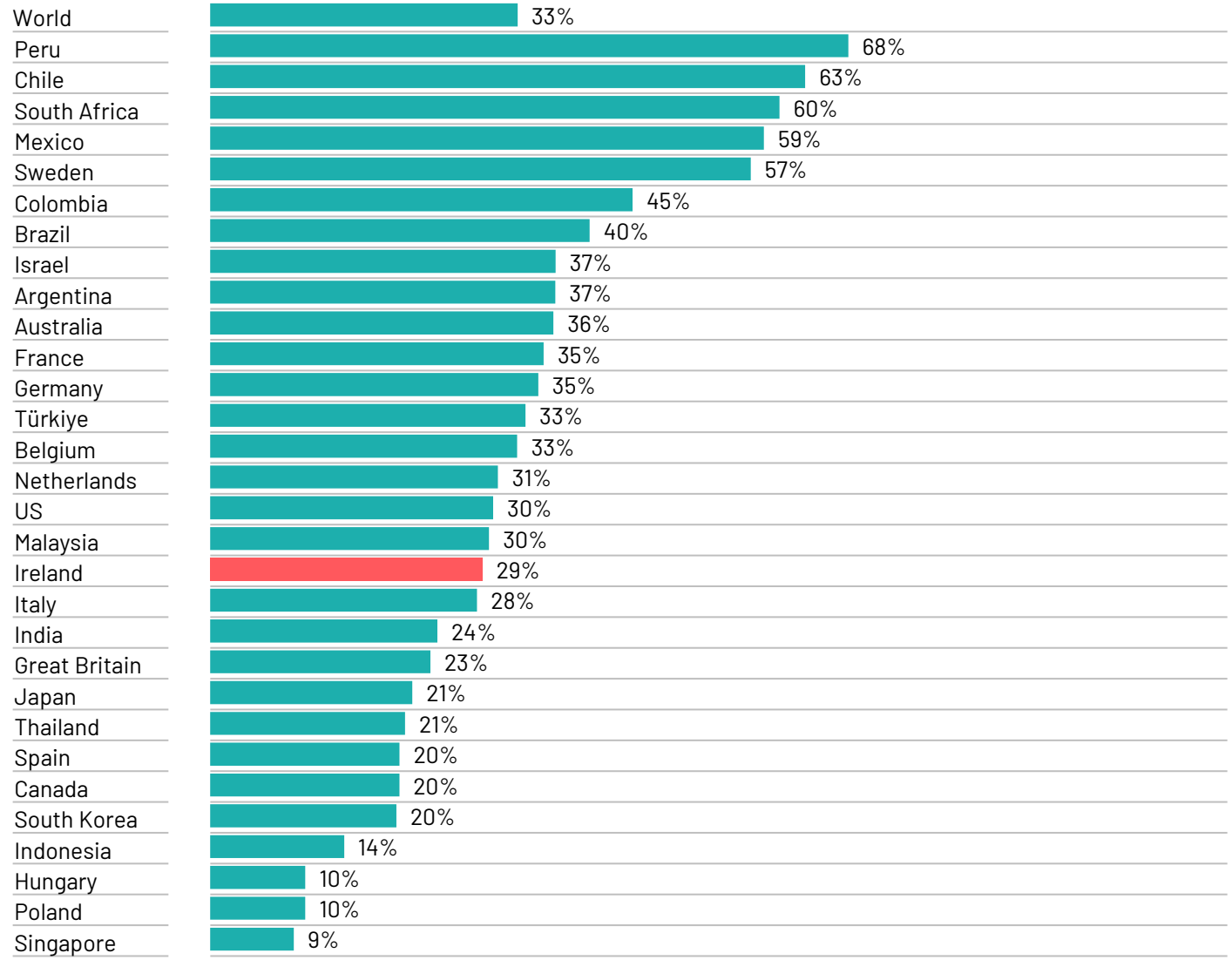


Country		Change from last month	12-month change
World	30%	=	-2
Singapore	62%	+3	+6
Canada	49%	+3	-2
India	46%	=	-1
Türkiye	46%	=	-9
Argentina	41%	+8	-5
Australia	40%	+1	-7
Ireland	39%	+5	+11
Hungary	39%	-2	+4
US	37%	-5	-14
Mexico	31%	-3	-1
Great Britain	30%	-3	-3
Japan	30%	=	+3
Malaysia	30%	+4	+5
South Korea	30%	-1	-2
France	29%	-1	-4
Germany	28%	+1	+1
Poland	27%	+1	-9
Spain	27%	-2	-2
Brazil	26%	-3	+3
Thailand	25%	+6	-5
Chile	24%	+2	-1
Italy	22%	-5	-1
Belgium	21%	-4	-4
South Africa	21%	=	-4
Israel	19%	+4	-6
Sweden	19%	+1	-2
Colombia	17%	-2	-6
Indonesia	17%	+1	+2
Netherlands	16%	=	-3
Peru	11%	-1	-8

4. Crime & violence

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

Our concerns about crime and violence have subsided over the past 12 months.



Country		Change from last month	12-month change
World	33%	+1	+1
Peru	68%	-1	+2
Chile	63%	-3	=
South Africa	60%	+2	+4
Mexico	59%	+6	+3
Sweden	57%	=	-6
Colombia	45%	-4	+8
Brazil	40%	-3	-1
Israel	37%	+3	+5
Argentina	37%	-4	+2
Australia	36%	+4	+4
France	35%	-1	-3
Germany	35%	+6	+4
Türkiye	33%	+1	+1
Belgium	33%	=	+7
Netherlands	31%	-2	+10
US	30%	+3	-2
Malaysia	30%	=	+1
Ireland	29%	-3	-4
Italy	28%	-2	-2
India	24%	-3	-3
Great Britain	23%	+1	-2
Japan	21%	-1	+7
Thailand	21%	+3	-4
Spain	20%	=	=
Canada	20%	=	-1
South Korea	20%	=	+2
Indonesia	14%	+2	-5
Hungary	10%	+3	+2
Poland	10%	-1	+2
Singapore	9%	=	-1

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

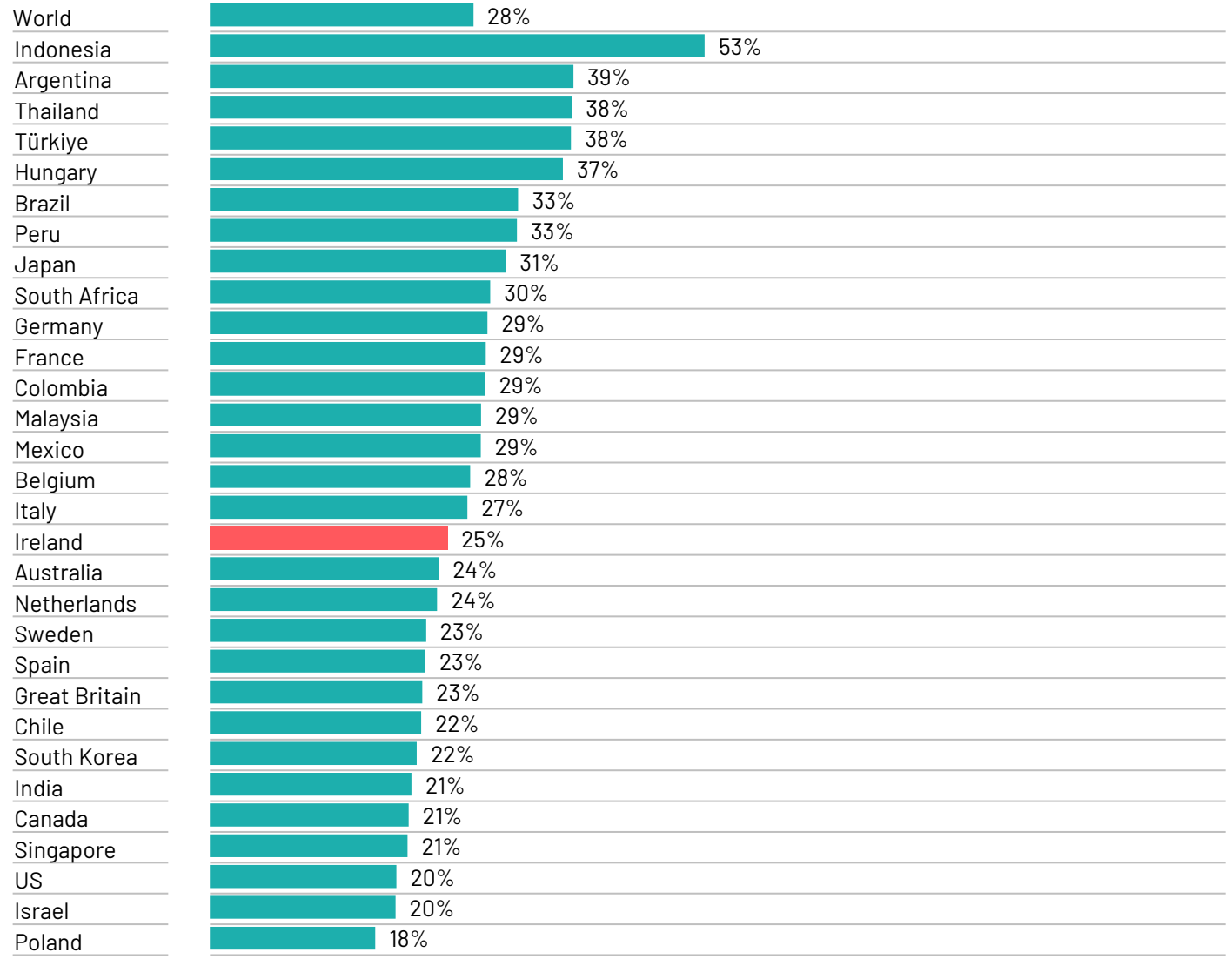
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Oct 25

5. Poverty & social inequality

One in four identify poverty and social inequality as a source of alarm, slightly below the global average.

Base: Representative sample of 25,589 adults aged 16-74 in 30 participating countries, September 19th 2025 - October 3rd 2025.

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



Country		Change from last month	12-month change
World	28%	-1	=
Indonesia	53%	+3	+7
Argentina	39%	-4	-5
Thailand	38%	+5	-6
Türkiye	38%	+6	+7
Hungary	37%	-9	-4
Brazil	33%	-1	+2
Peru	33%	+2	+2
Japan	31%	=	-2
South Africa	30%	=	=
Germany	29%	=	+4
France	29%	+2	+4
Colombia	29%	-3	+1
Malaysia	29%	-3	-2
Mexico	29%	+1	+1
Belgium	28%	+1	-5
Italy	27%	=	+2
Ireland	25%	-4	-4
Australia	24%	-2	-3
Netherlands	24%	+1	-8
Sweden	23%	=	+4
Spain	23%	=	-1
Great Britain	23%	-3	-4
Chile	22%	-4	-7
South Korea	22%	-1	+3
India	21%	+1	+1
Canada	21%	-5	-4
Singapore	21%	+3	+3
US	20%	+5	+4
Israel	20%	-1	-2
Poland	18%	-5	-1

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