

Cost of Living Global Advisor Survey

Ipsos reference: Global Advisor Survey
Release Date: 2 December 2024

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors
F1c.	Name of end client	NA
F1d.	Fieldwork dates	October 25 th – November 8 th 2024
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=973
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit: : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Q7. How well would you say you are managing financially these days? Would you say you are...

ASK ALL. SINGLE CODE.

[RANDOMLY FLIP SCALE; ANCHOR 'DON'T KNOW']

1. Living comfortably
2. Doing alright
3. Just about getting by
4. Finding it quite difficult
5. Finding it very difficult
6. Don't know

Q8. Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

ASK ALL. SINGLE CODE PER STATEMENT. PROGRESSIVE GRID

1. The rate of inflation (how much prices are going up by)
2. The number of unemployed people in my country
3. Your own standard of living
4. The taxes you pay
5. Interest rates
6. Your disposable income (what you can spend after paying your bills for living expenses)

[RANDOMLY FLIP SCALE; ANCHOR 'DON'T KNOW']

1. It will rise a lot
2. It will rise a little
3. It will stay about the same
4. It will fall a little
5. It will fall a lot
6. Don't know

Q10. Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or stay the same as it is now.

ASK ALL. SINGLE CODE PER STATEMENT. PROGRESSIVE GRID

RANDOMISE ORDER BUT ANCHOR CODE 2 AFTER 1

1. The cost of your food shopping
2. The cost of your other household shopping **ANCHOR AFTER CODE 1**
3. The cost of your utilities, e.g. gas, electric, etc.
4. The overall cost of your subscriptions, e.g. Netflix, gym membership etc.
5. Your motoring fuel costs, e.g. diesel, petrol, etc. **[IN US AND CA, SHOW 'gasoline' INSTEAD OF 'petrol']**
6. Your mortgage/rent
7. The overall cost of going out socialising e.g. cinema, cafés, restaurants, pubs, clubs, etc.

[RANDOMLY FLIP SCALE; ANCHOR 'DON'T KNOW' AND 'NOT APPLICABLE']

1. Increase a lot
2. Increase a little
3. Stay the same
4. Decrease a little
5. Decrease a lot
6. Not applicable
7. Don't know

Q13. How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

[UNITED STATES PIPE IN SHOULD BE “the US”]

**ASK ALL. SINGLE CODE PER STATEMENT. PROGRESSIVE GRID
RANDOMISE ORDER.**

1. The COVID-19 pandemic
2. The state of the global economy
3. The policies of my national government
4. The Russian invasion of Ukraine and its consequences **[DO NOT ASK IN SAUDI ARABIA AND UAE]**
5. Businesses making excessive profits
6. Workers demanding pay increases
7. The interest rate level in my country
8. Immigration into my country

[RANDOMLY FLIP SCALE; ANCHOR CODES 5 AND 6]

[UNITED STATES PIPE IN SHOULD BE “the US”]

1. A great deal
2. A fair amount
3. Not very much
4. Not at all
5. The cost of living is not rising in [COUNTRY] **ANCHOR**
6. Don't know **ANCHOR**

Q14_new. How long do you think it will take before inflation returns to normal in your country?

ASK ALL. SINGLE CODE.

[RANDOMLY FLIP SCALE]

1. Already the case
2. Within the next three months
3. Within the next six months
4. Within the next year
5. In more than 12 months
6. Never

Q15_new. As far as you are aware, is the economy in your country currently in a recession?

ASK ALL. SINGLE CODE.

[RANDOMLY FLIP SCALE; ANCHOR ‘DON’T KNOW’]

1. Yes
2. No
3. Don't know

Long Methodology Disclosure Statement

Q18. Imagine your national government had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services like education and healthcare, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?

ASK ALL. SINGLE CODE.
[FLIP SCALE 1-2 FOR 50%]

1. Increase spending on public services, even if it means I personally pay more in taxes
2. Cut the taxes I pay personally, even if it means spending less on public services
3. Neither of these **[ANCHOR]**
4. Don't know **[ANCHOR]**

Q19. Do you think you are better or worse off, if either, than you were in early 2020, before the COVID-19 pandemic occurred?

ASK ALL. SINGLE CODE.
[FLIP SCALE 1-5 FOR 50%]

1. Much better off
2. A little better off
3. Neither better nor worse off
4. A little bit worse off
5. Much worse off
6. Don't know **[ANCHOR]**