

# IPSOS GLOBAL INFLATION MONITOR

## JULY 2022

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<https://www.ipsos.com/en/global-inflation-monitor-july-2022>

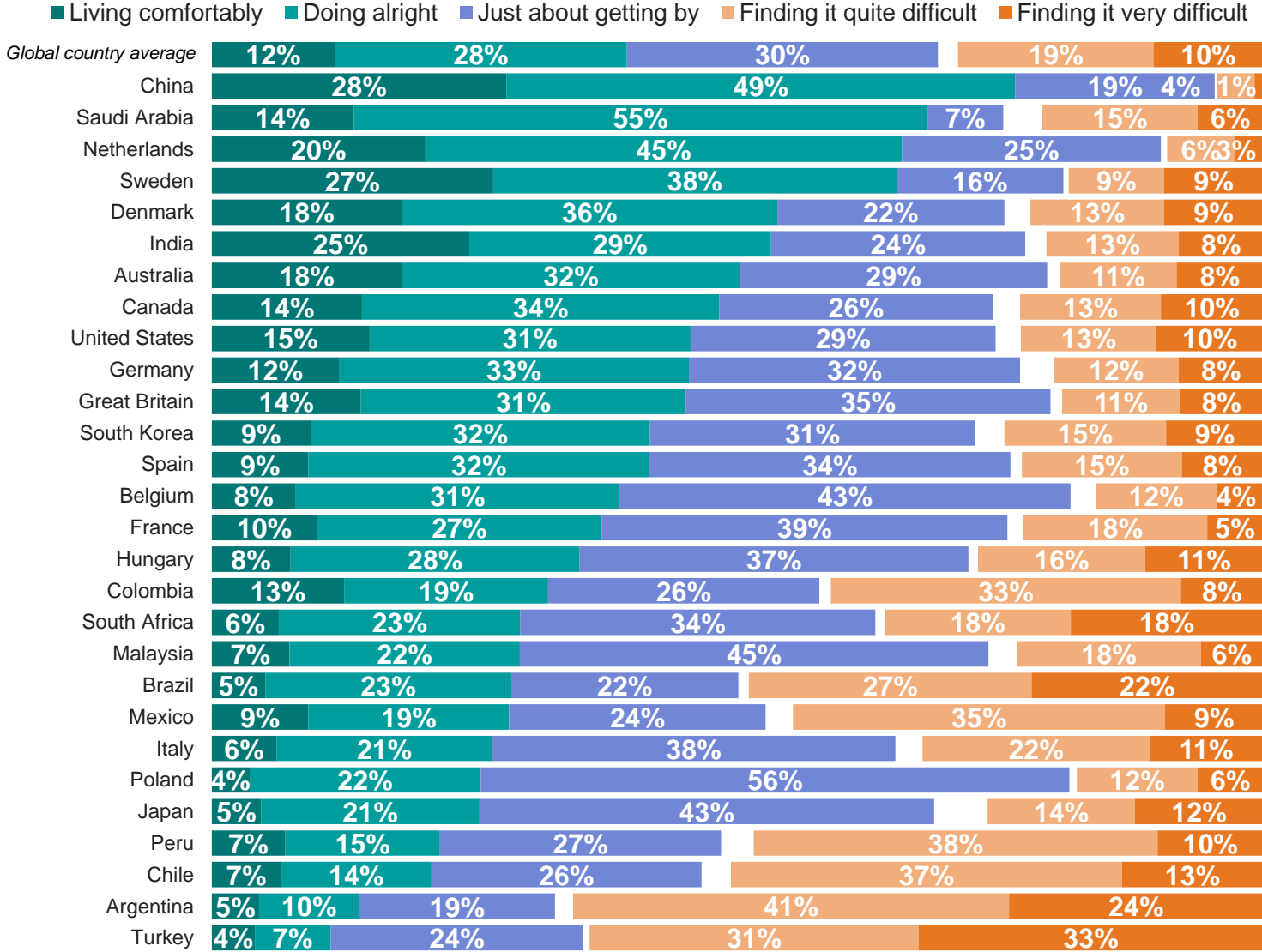
GAME CHANGERS



# CURRENT FINANCIAL SITUATION

How well would you say you are managing financially these days?

Would you say you are...



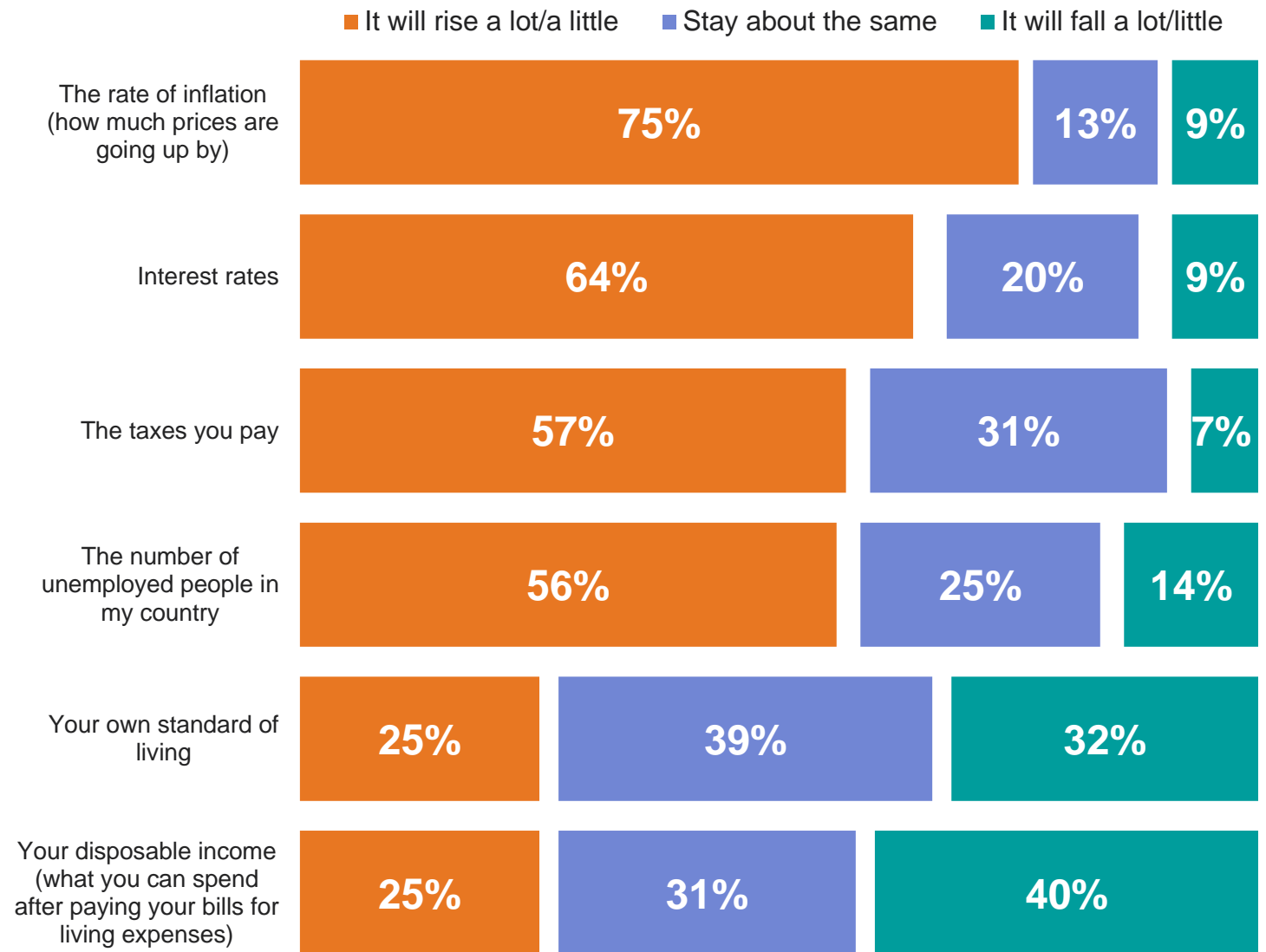
Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



# EXPECTATIONS FOR 2022

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

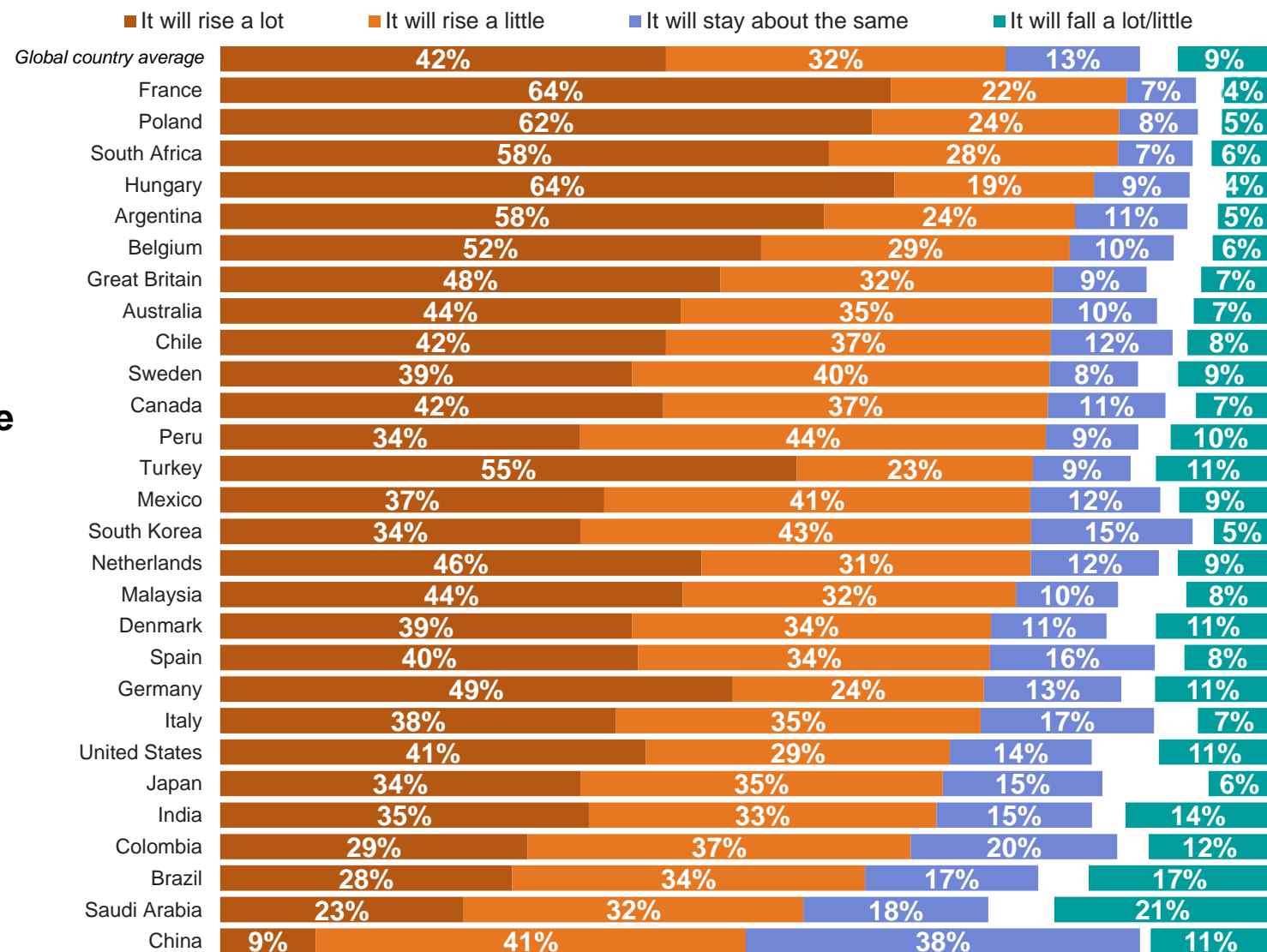
*Global Country Average scores*



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

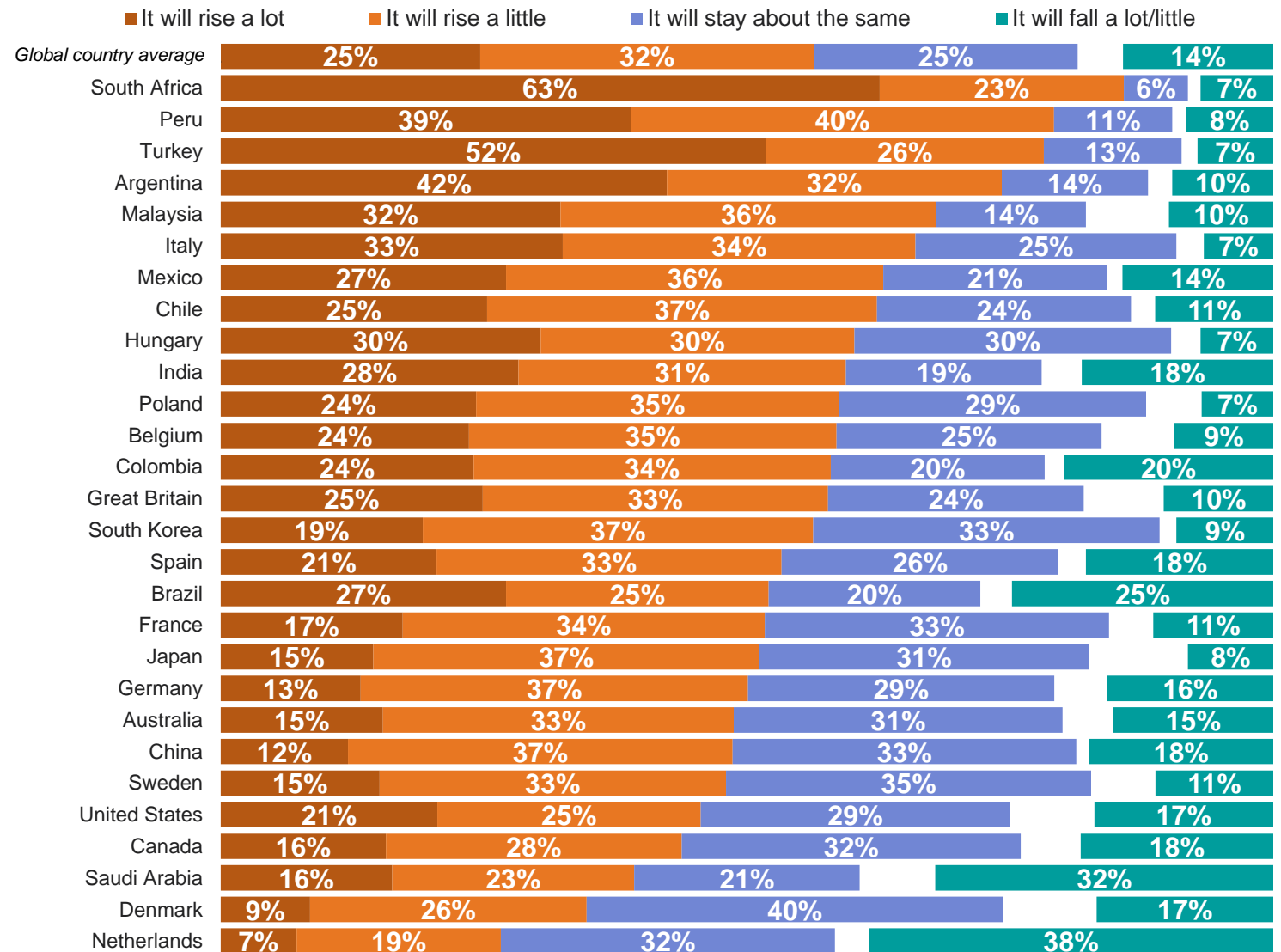
■ **The rate of inflation (how much prices are going up by)**



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

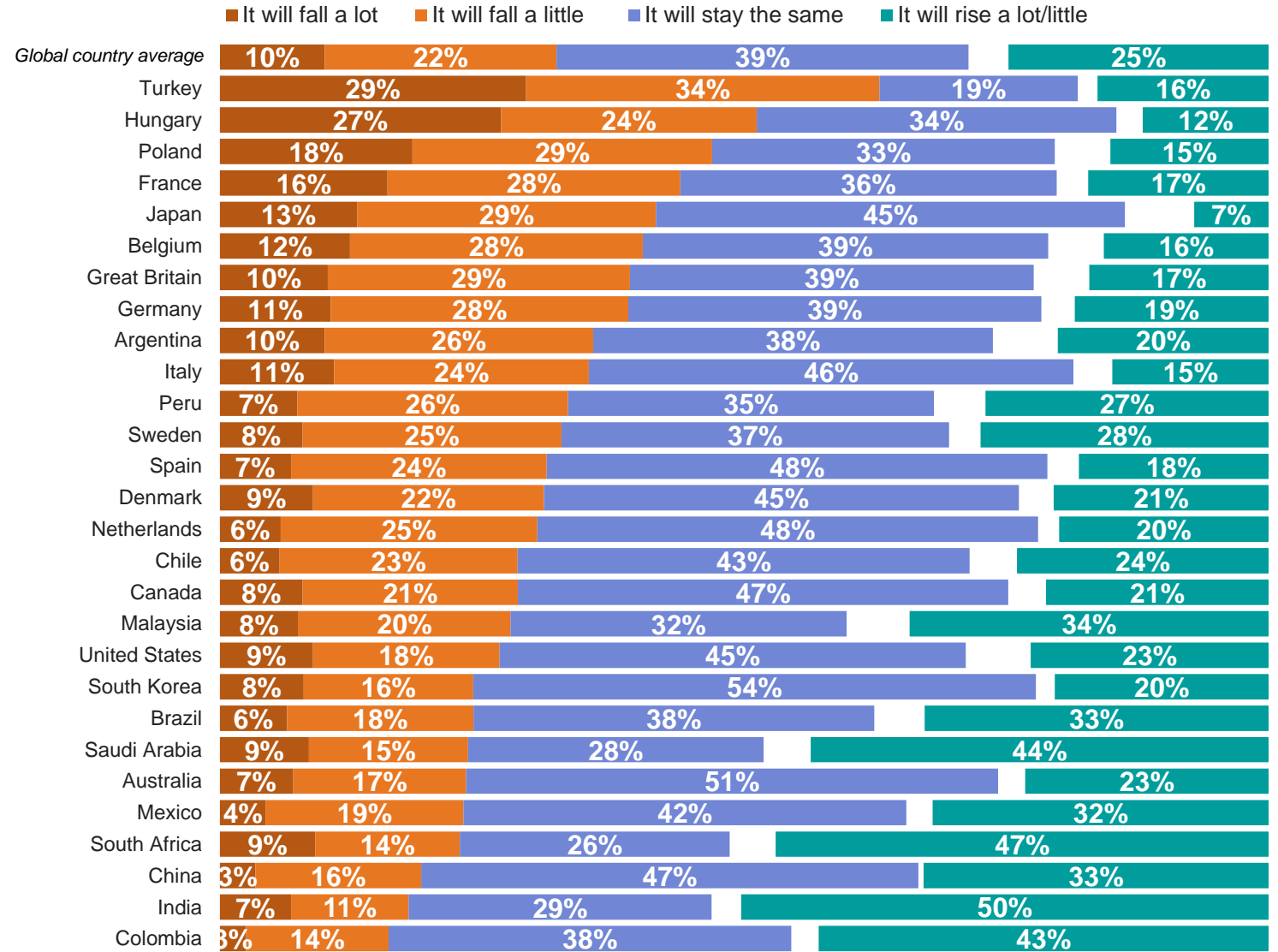
■ The number of unemployed people in my country



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

### ■ Your own standard of living

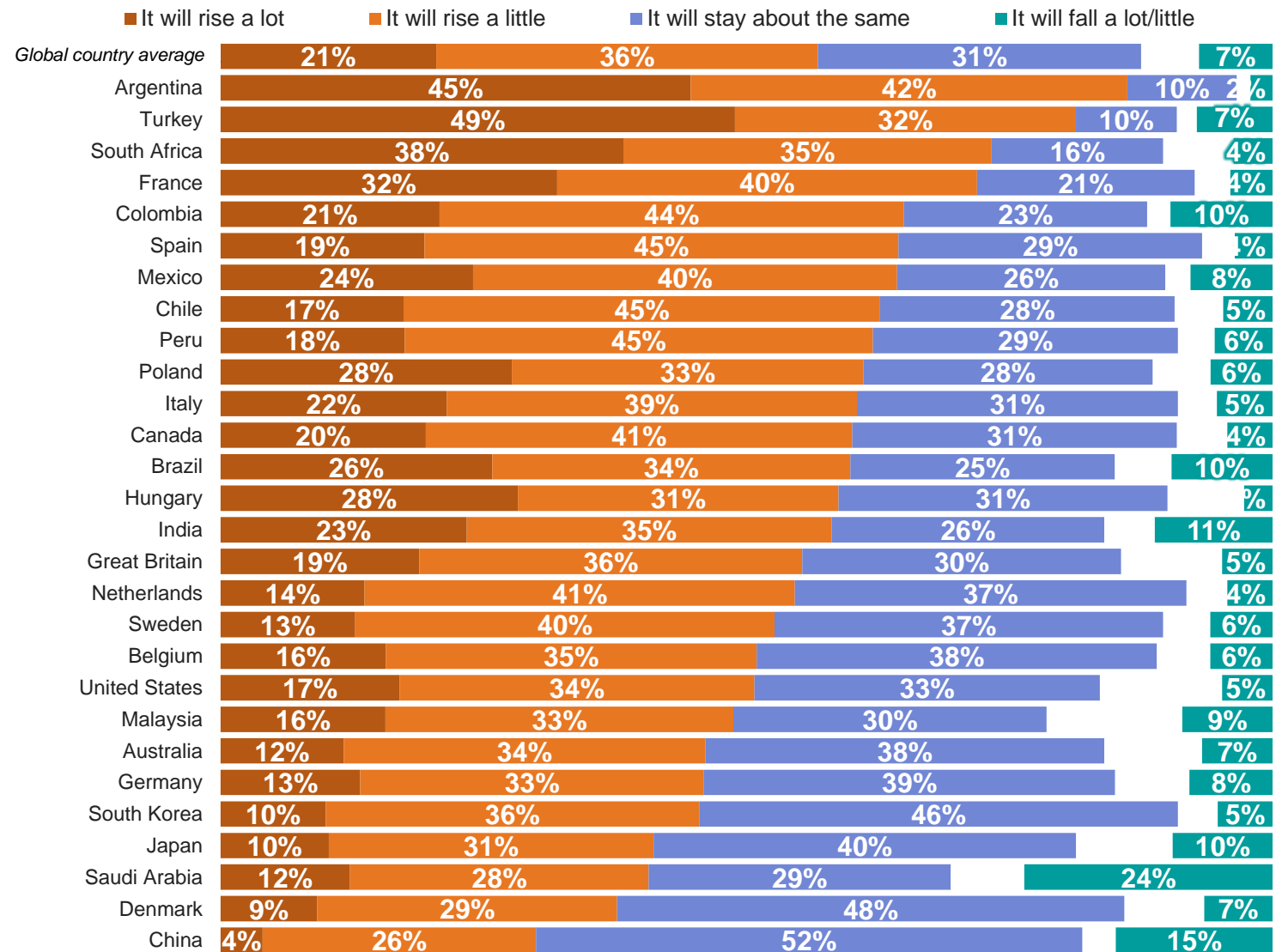


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



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

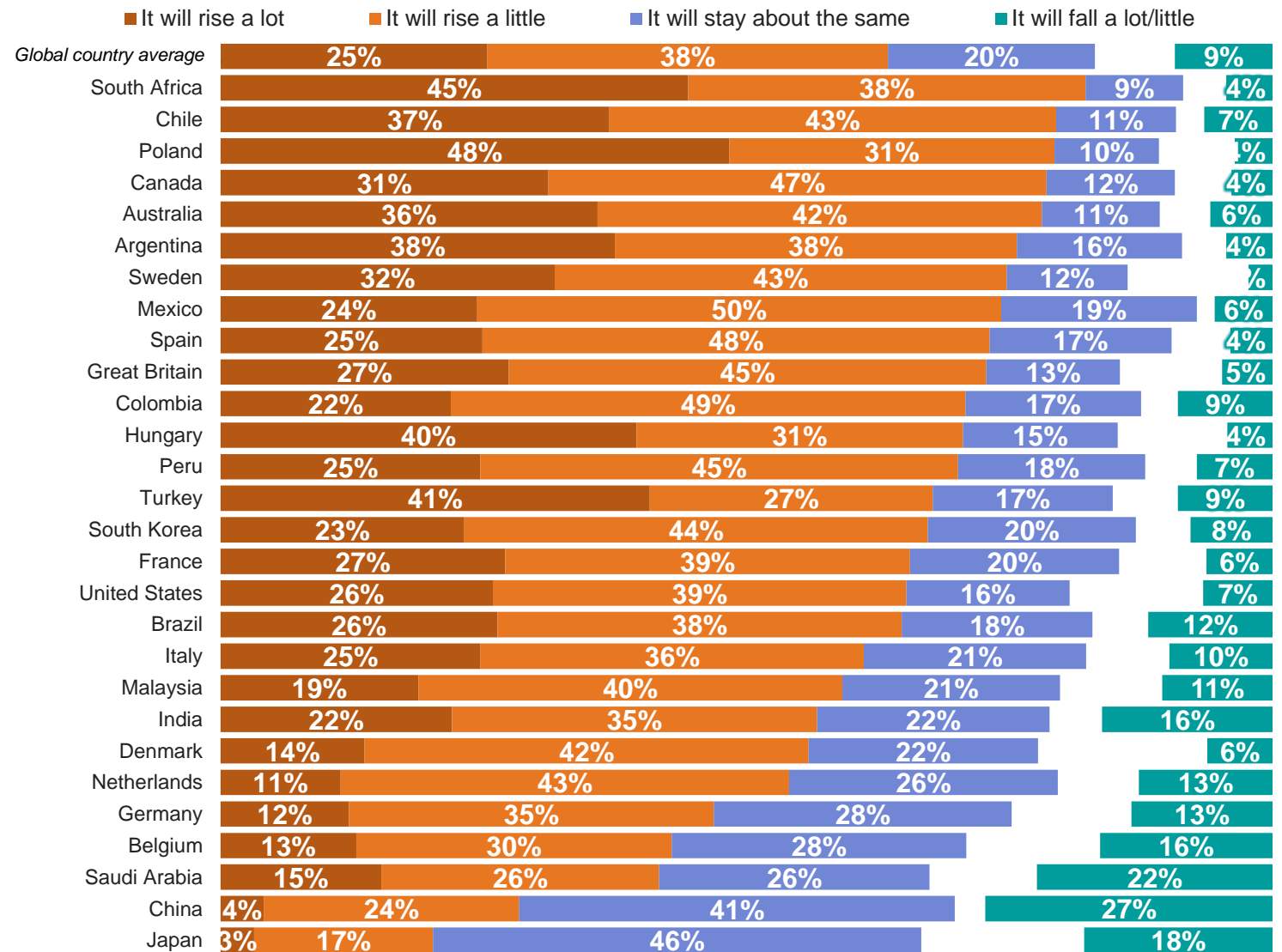
### ■ The taxes you pay



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

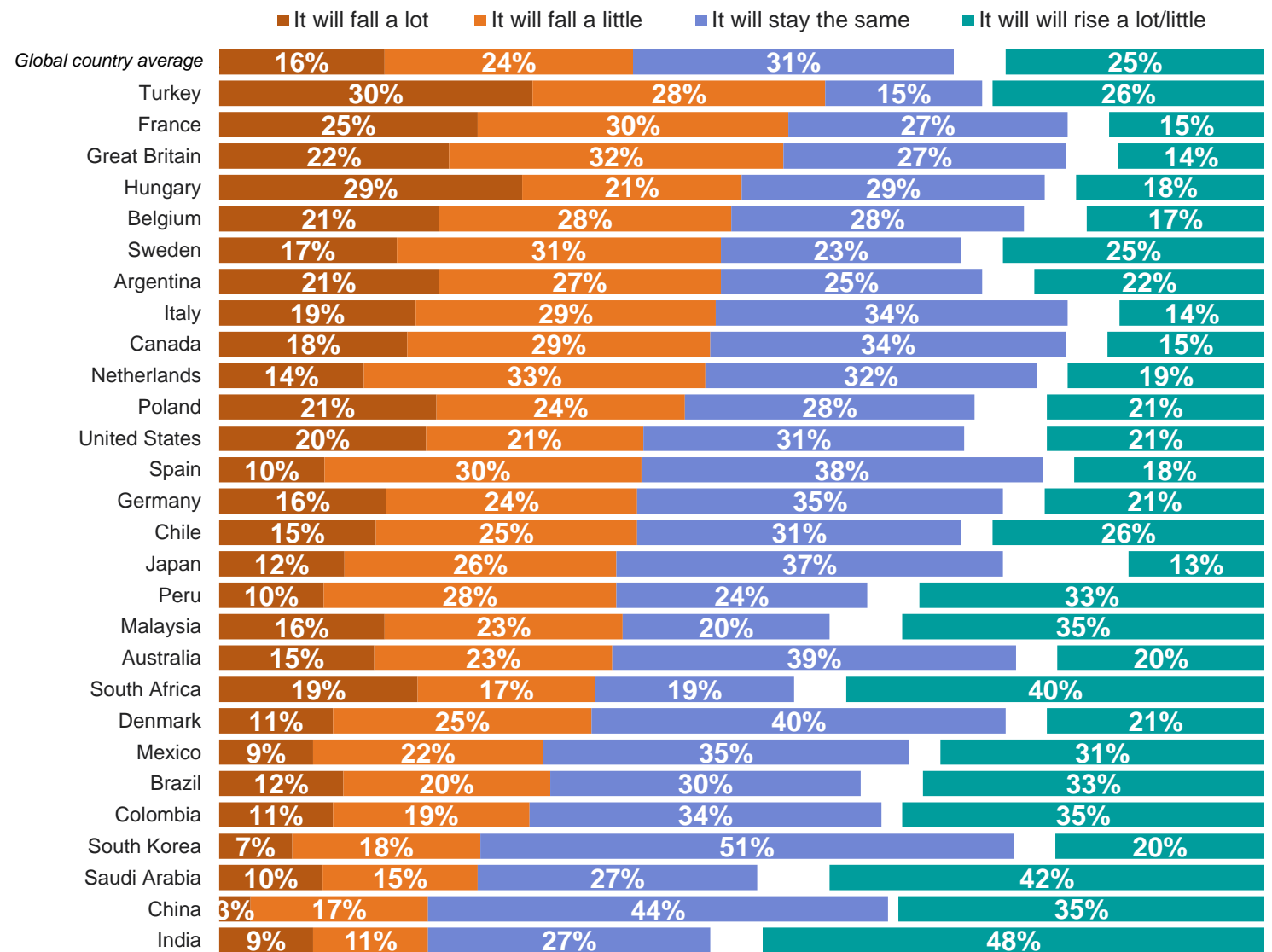
## Interest rates



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

■ **Your disposable income (what you can spend after paying your bills for living expenses)**



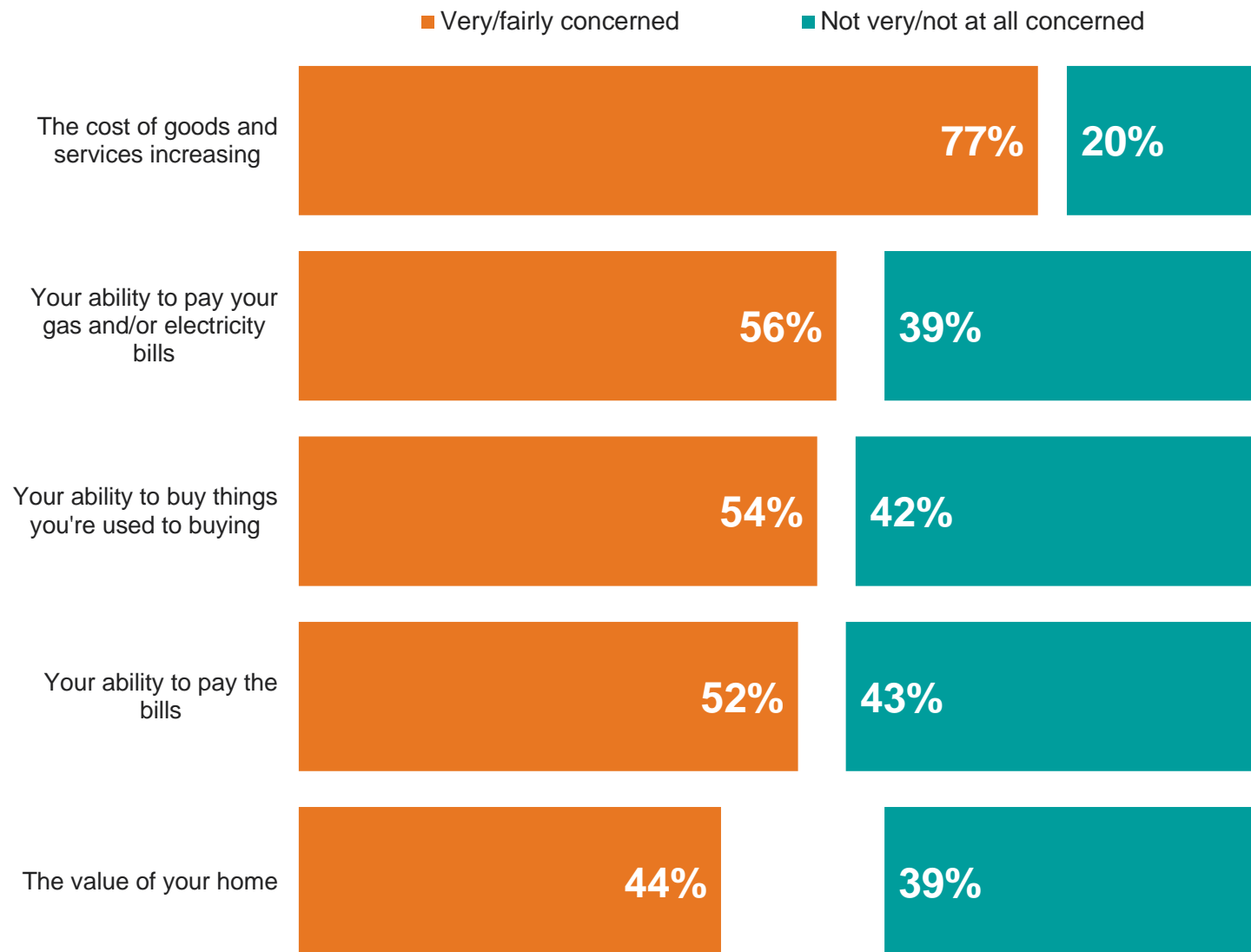
Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

# PERSONAL FINANCIAL CONCERNS

Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

*Global Country Average scores*

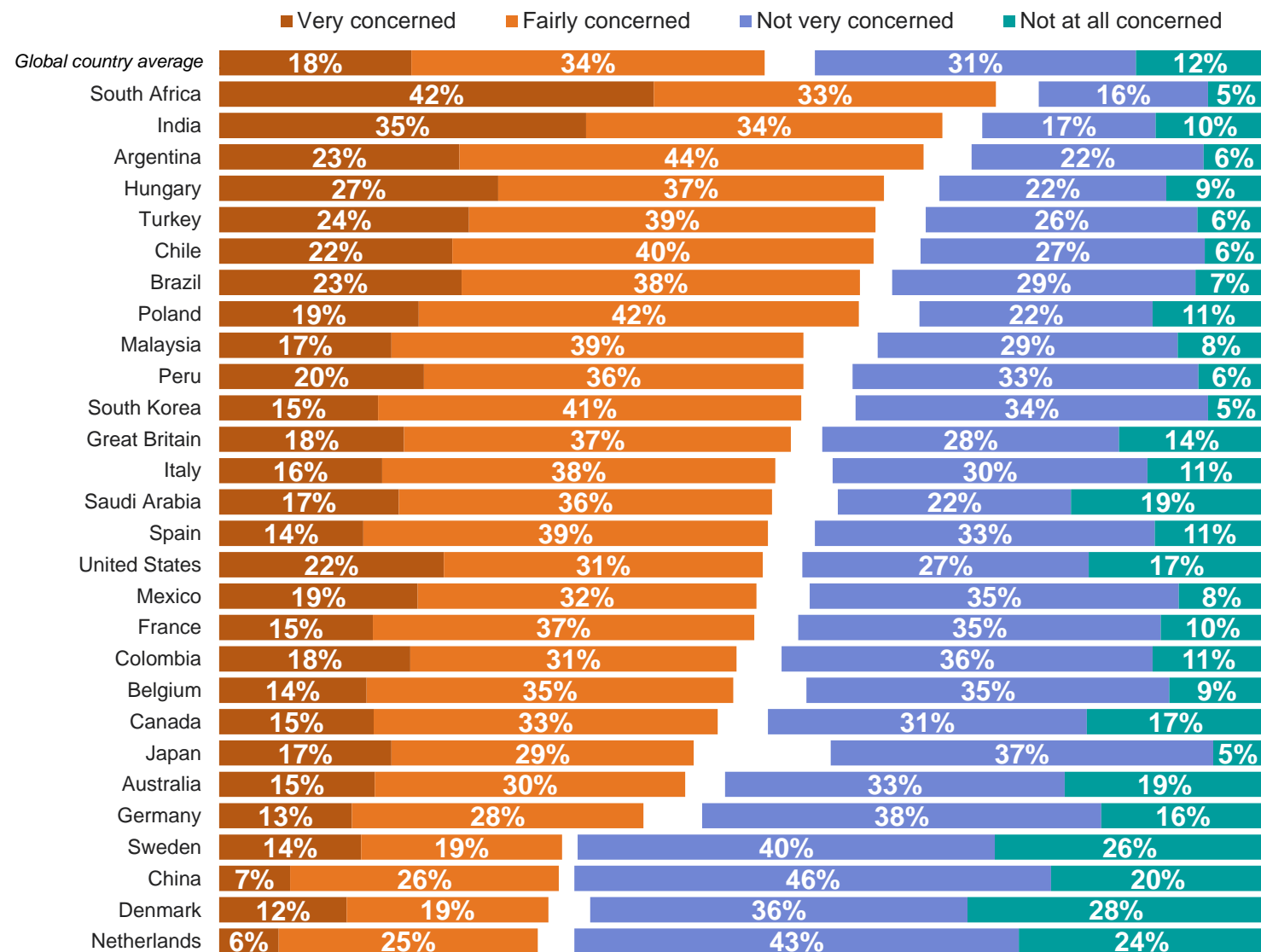


*Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022*

Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

### ■ Your ability to pay the bills

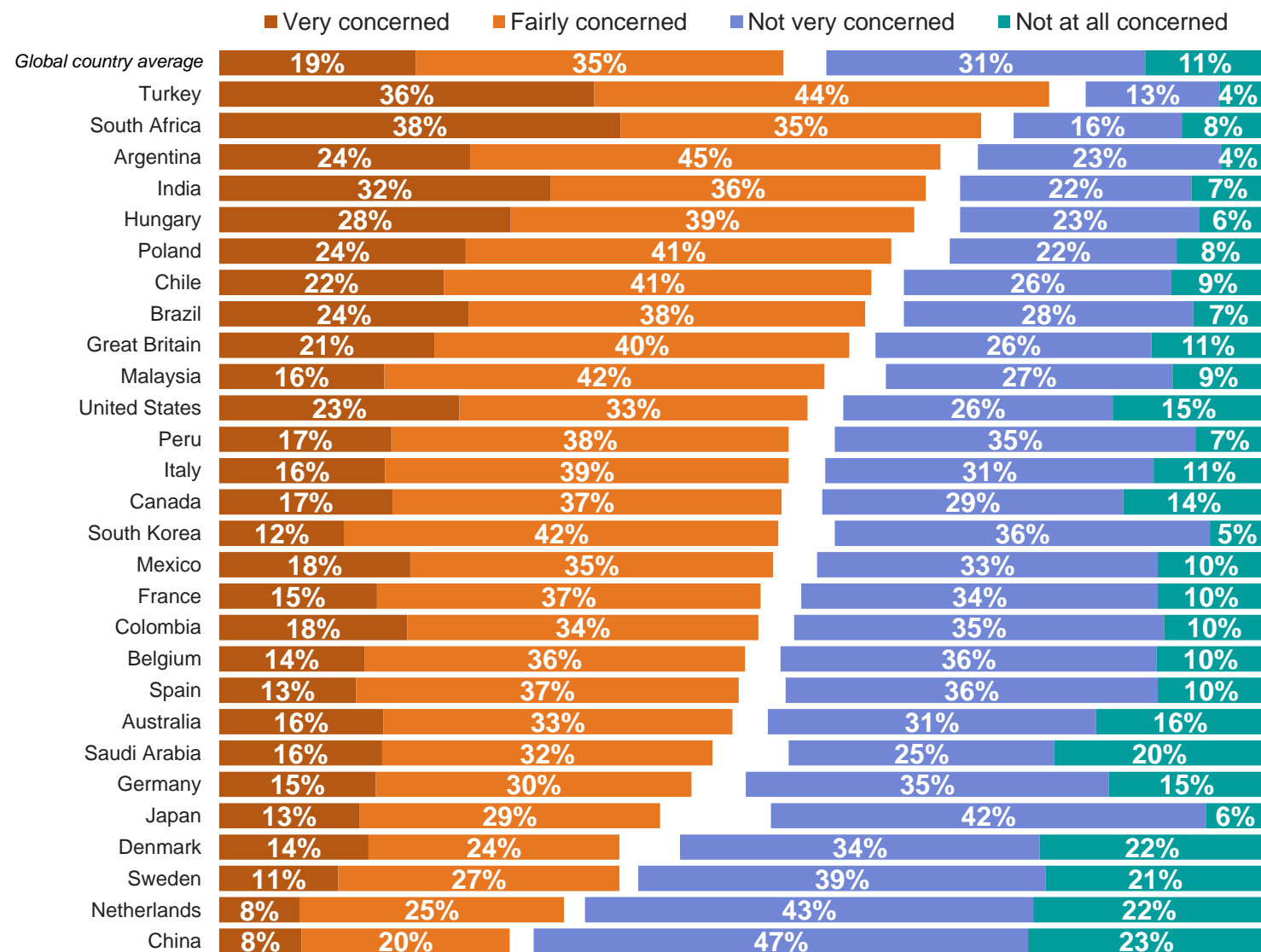


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

■ **Your ability to buy things you're used to buying**

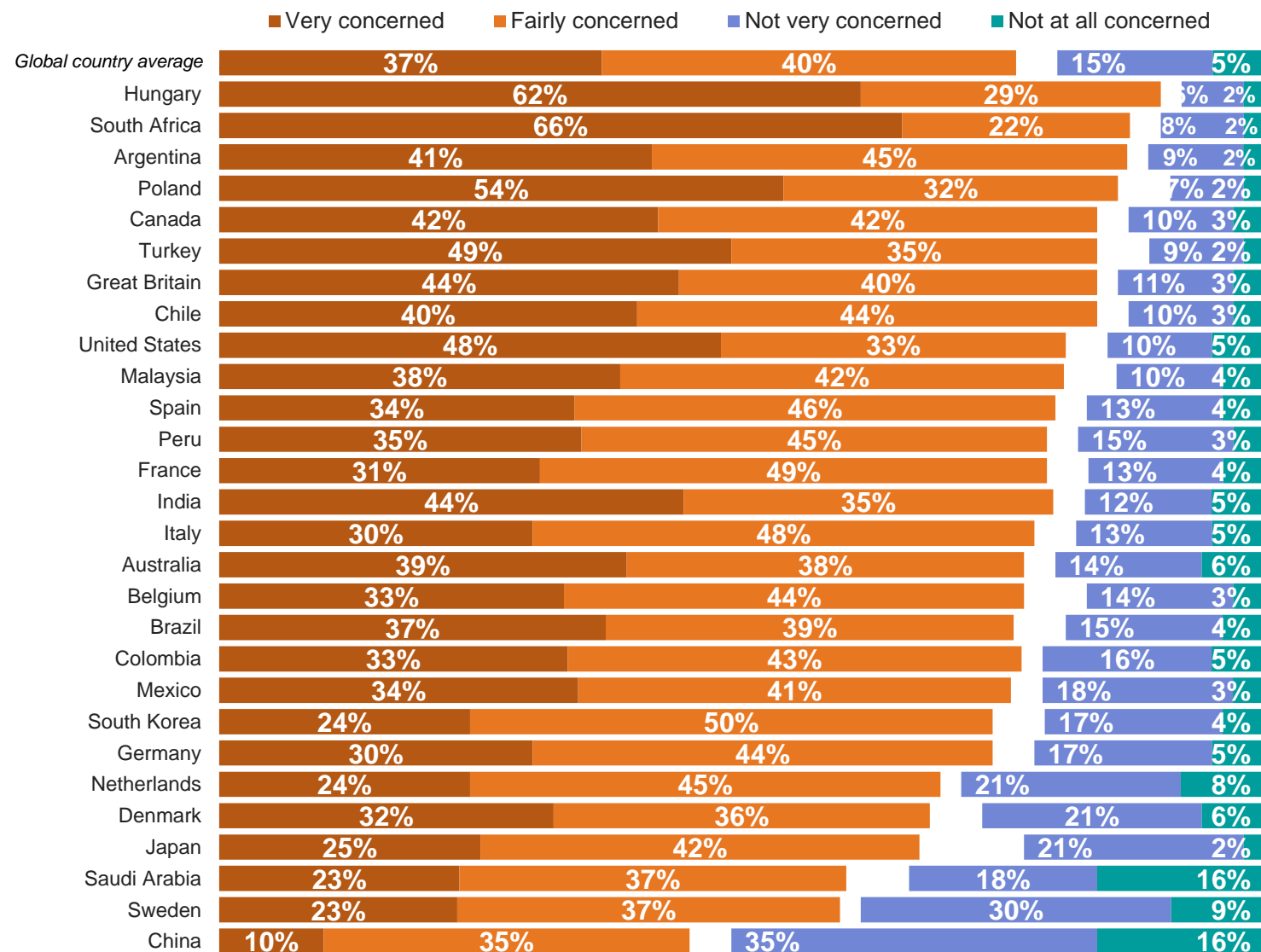


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

■ **The cost of goods and services increasing**



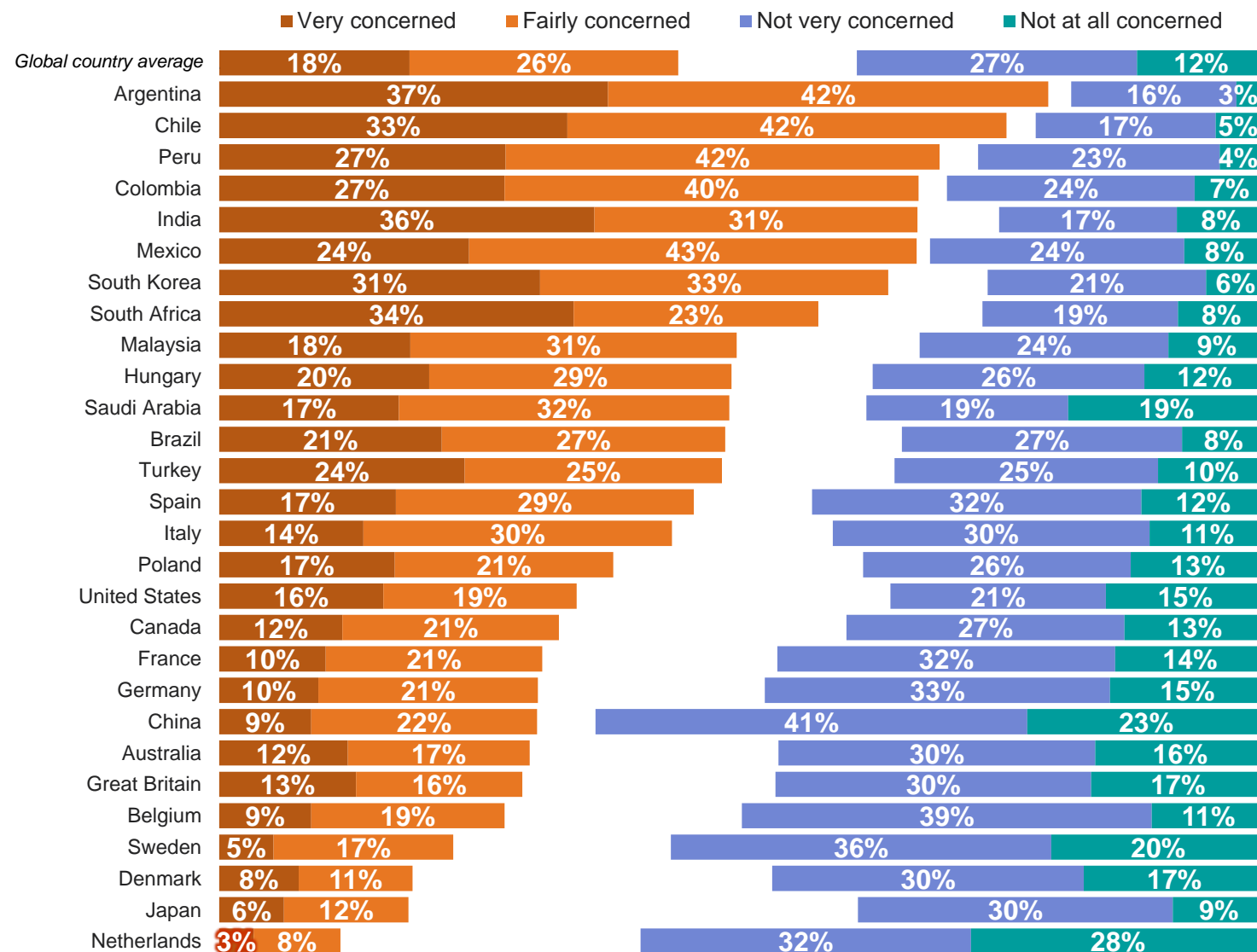
Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

### ■ The value of your home

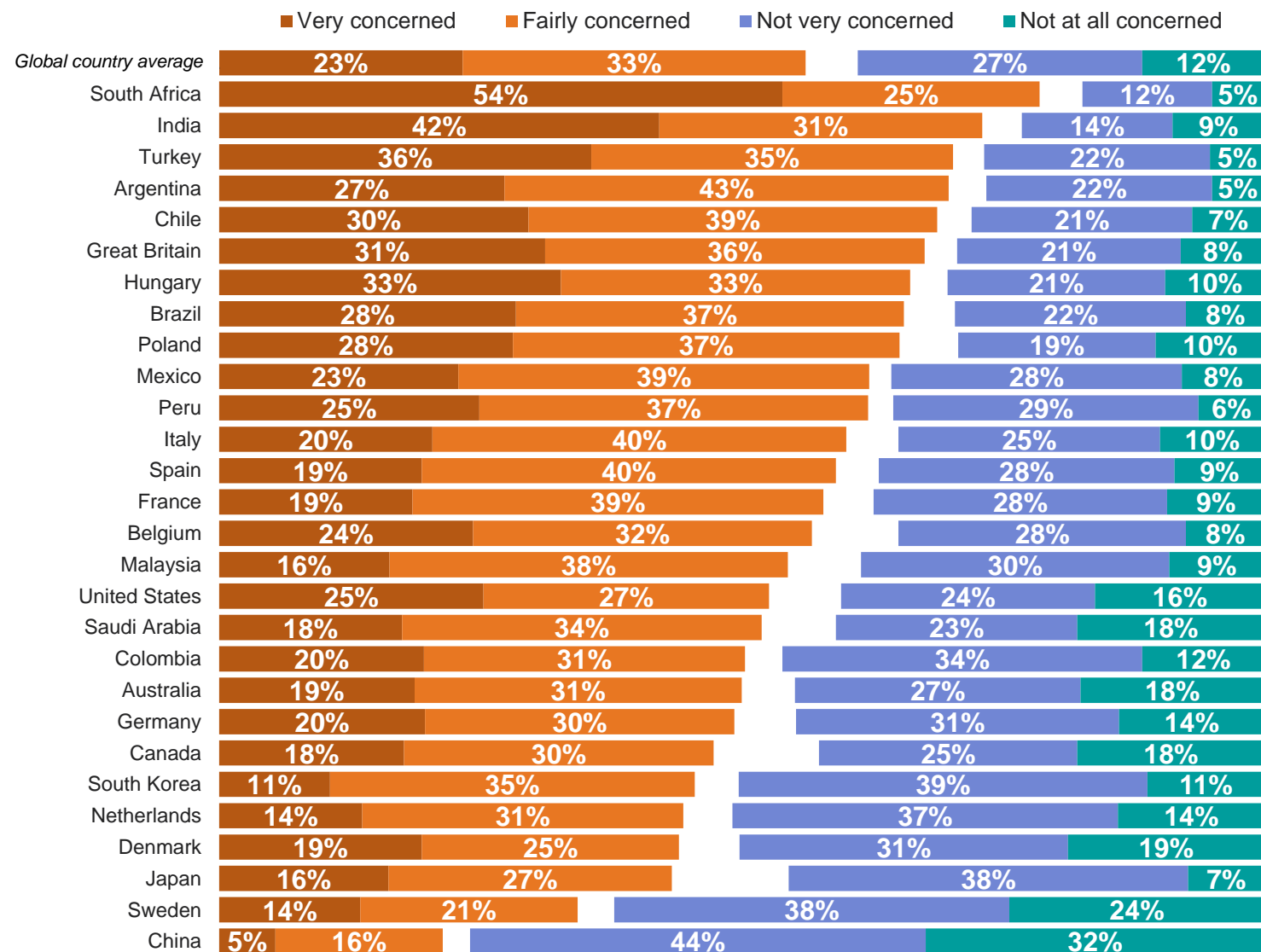


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

Thinking about your personal financial situation over the next six months...

How concerned, if at all, are you about each of the following over the next six months?

■ **Your ability to pay your gas and/or electricity bills**

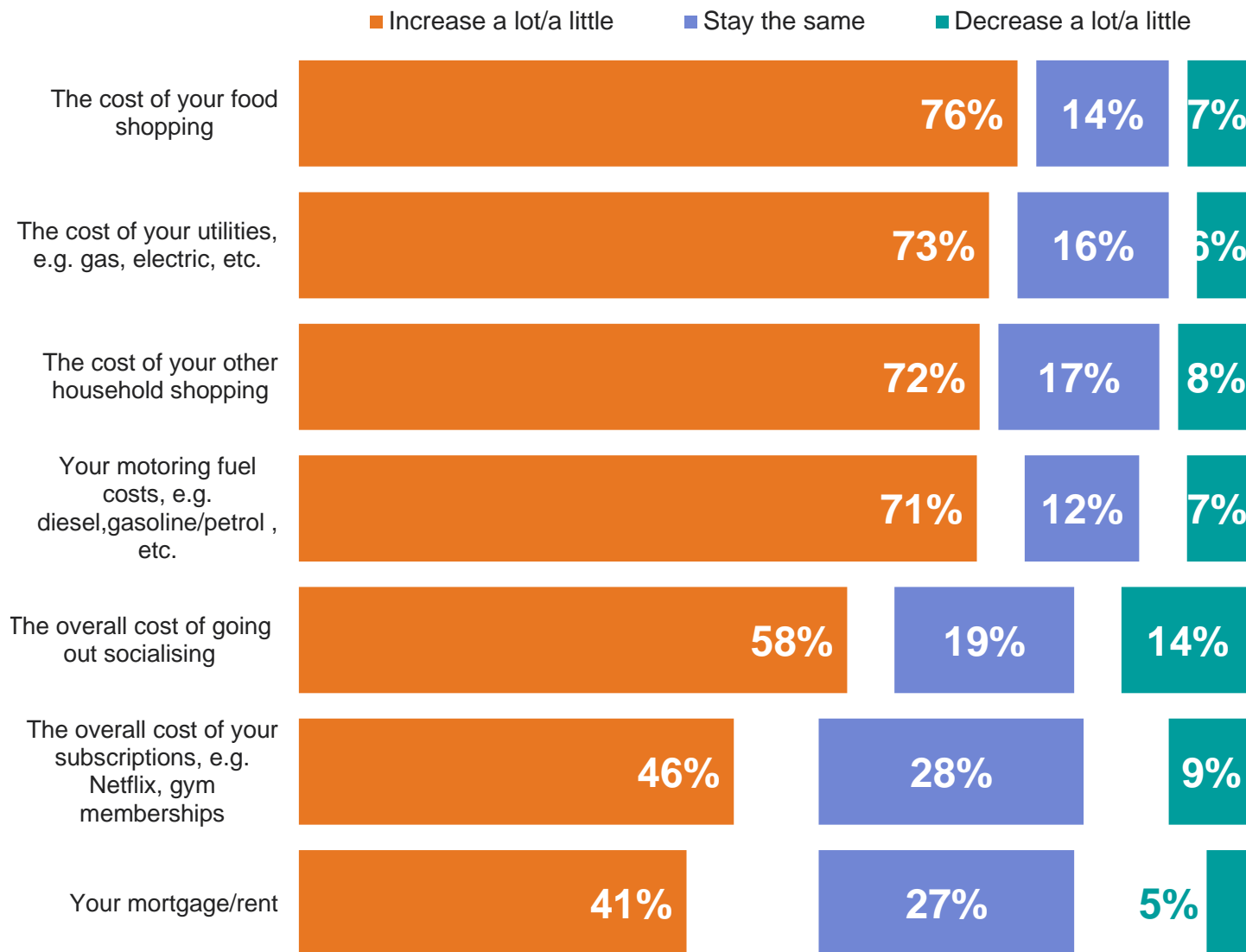


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

# EXPECTATIONS FOR SPENDING

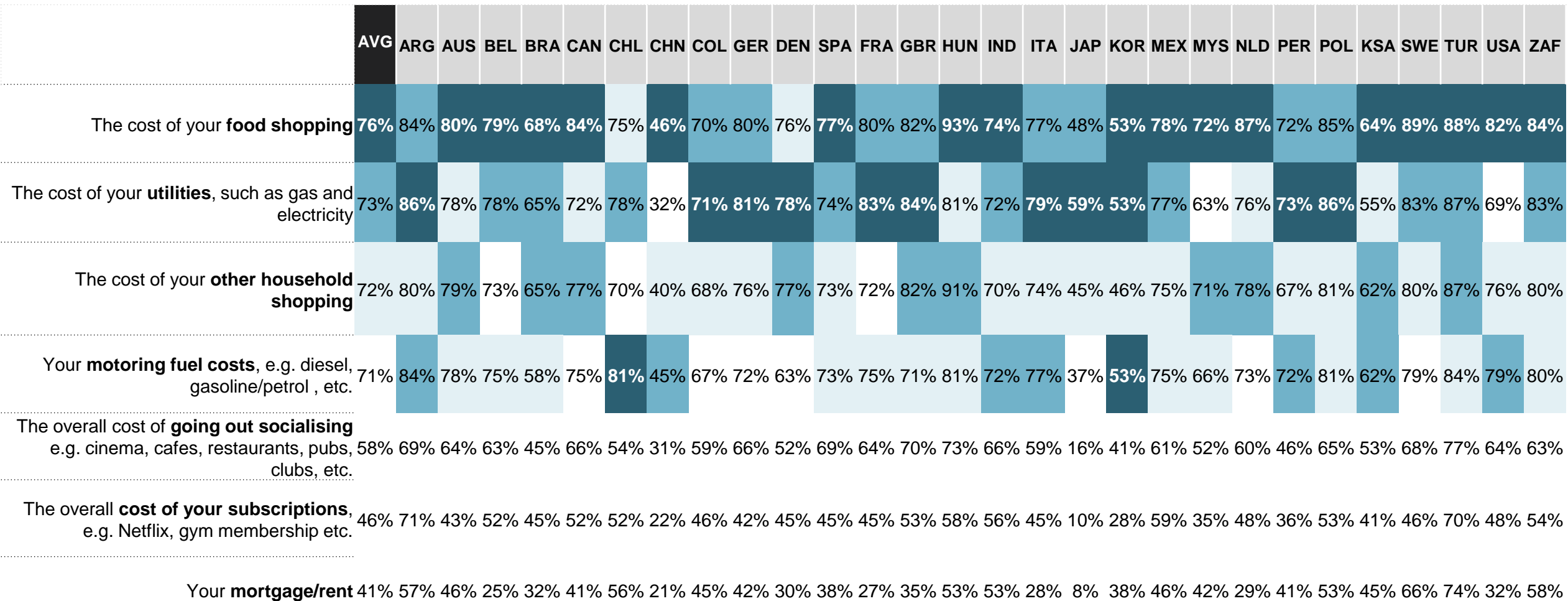
Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

*Global Country Average scores*



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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? **% increase**

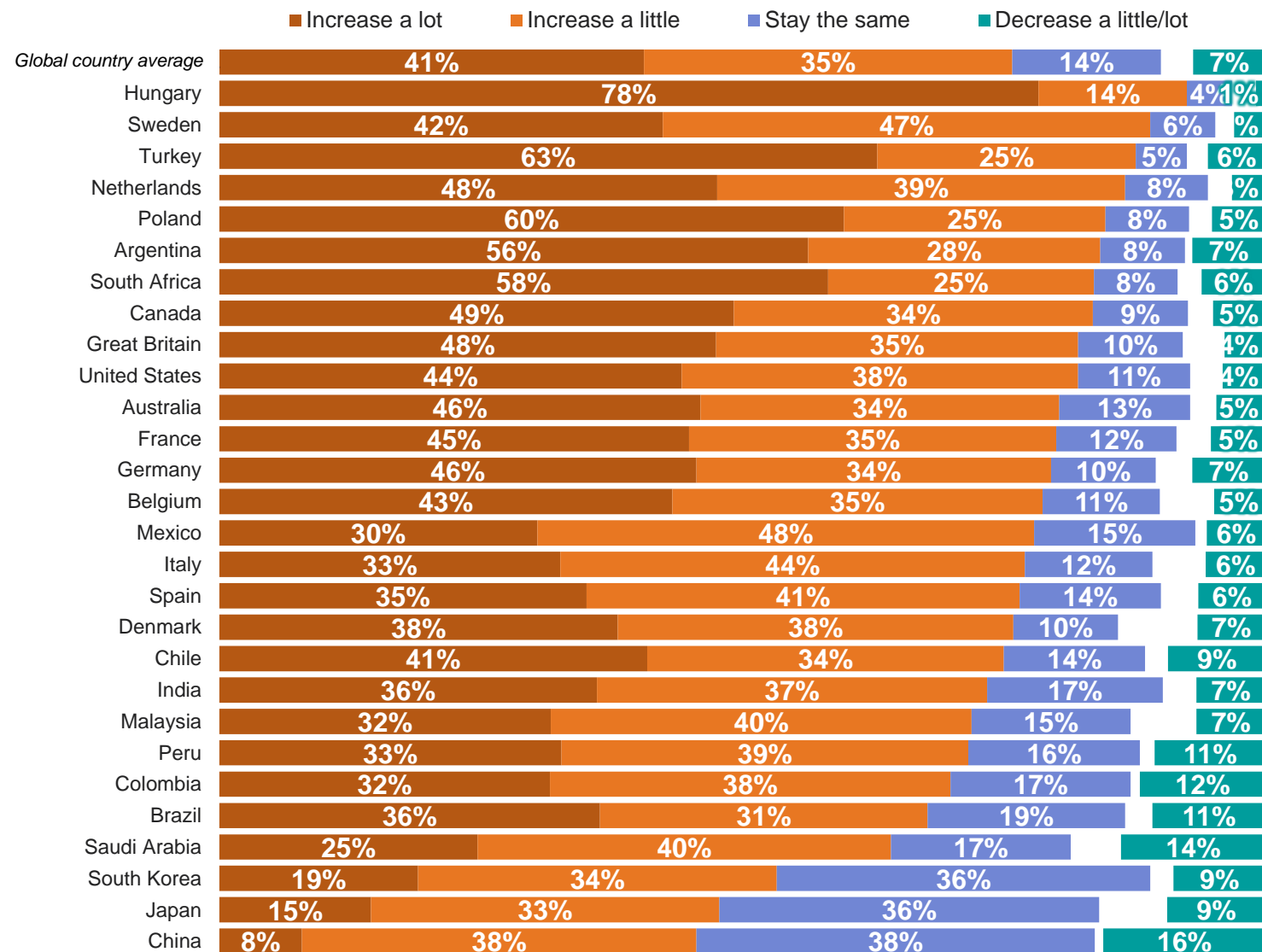


Top three: #1 #2 #3

Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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 the stay the same as it is now?

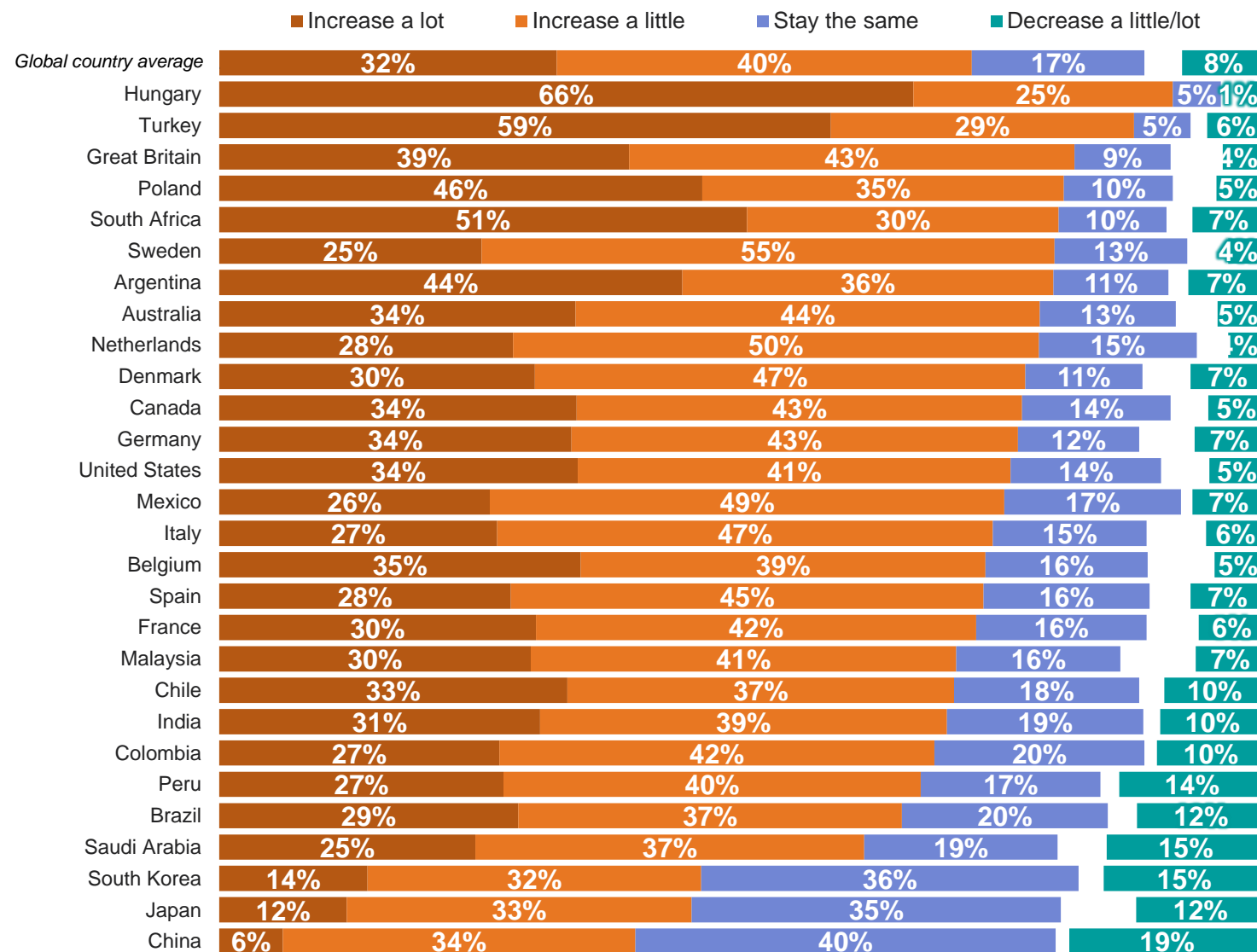
### ■ The cost of your food shopping



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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 the stay the same as it is now?

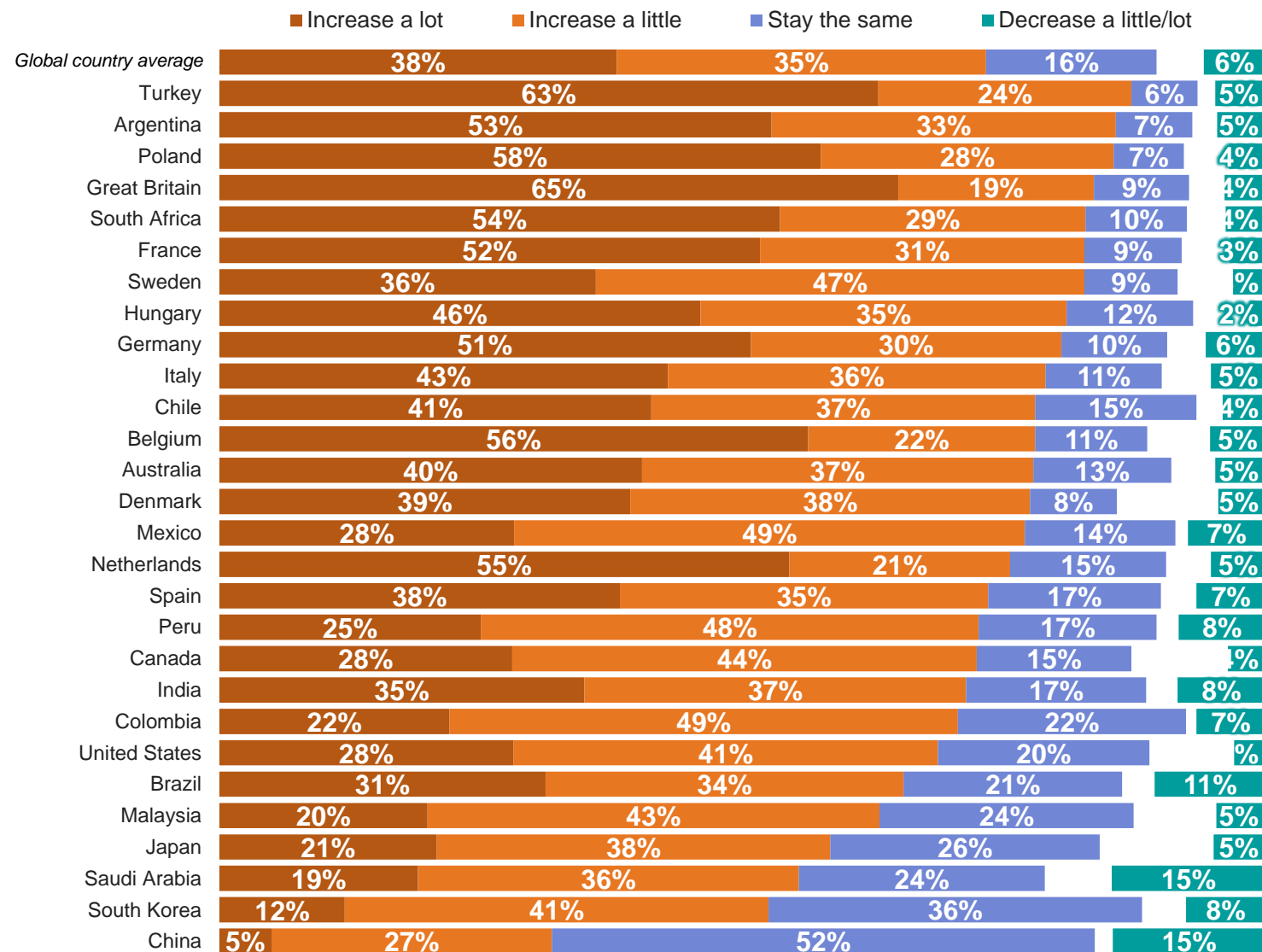
### ■ The cost of your other household shopping



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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 the stay the same as it is now?

### ■ The cost of your utilities (gas and electricity)

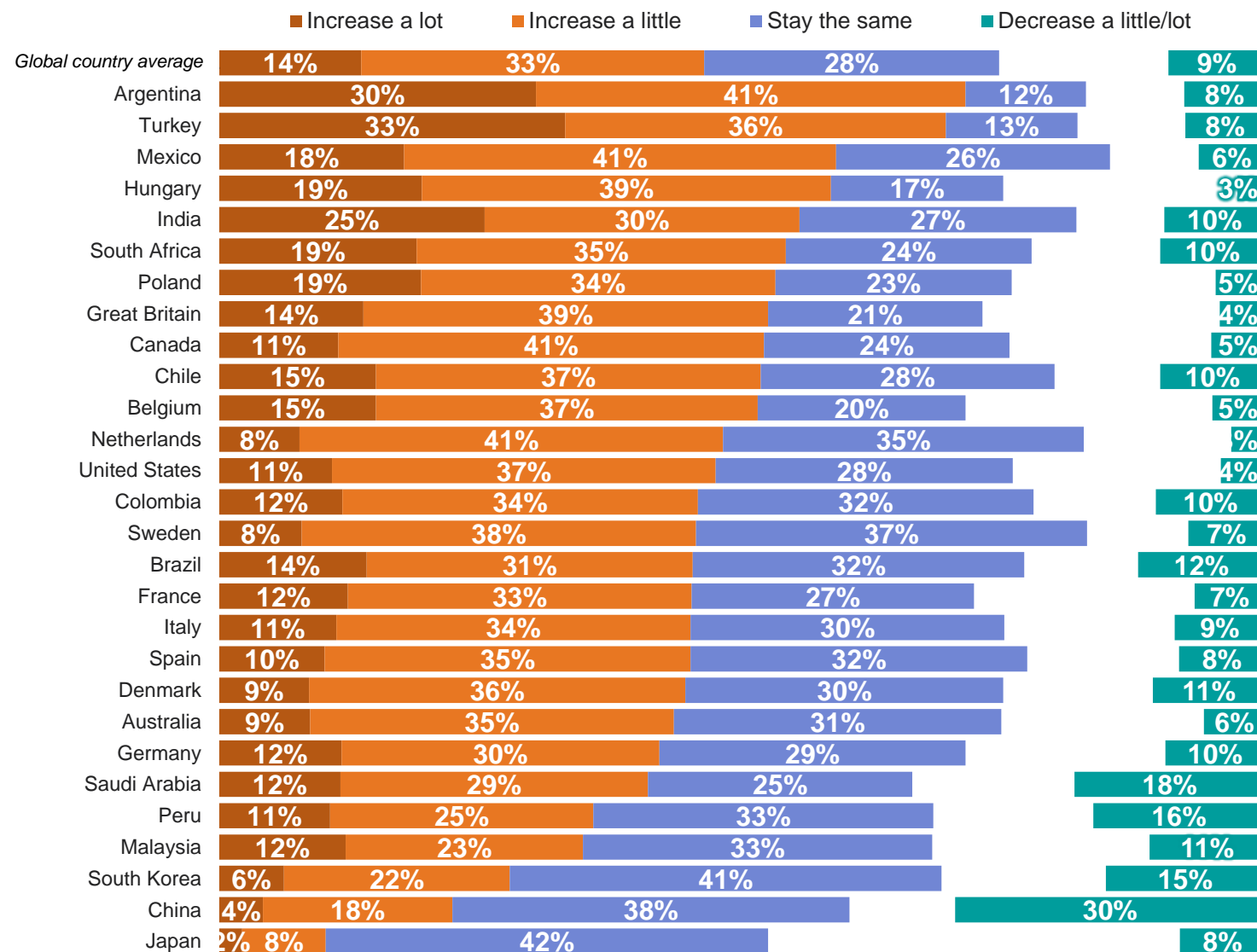


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



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 the stay the same as it is now?

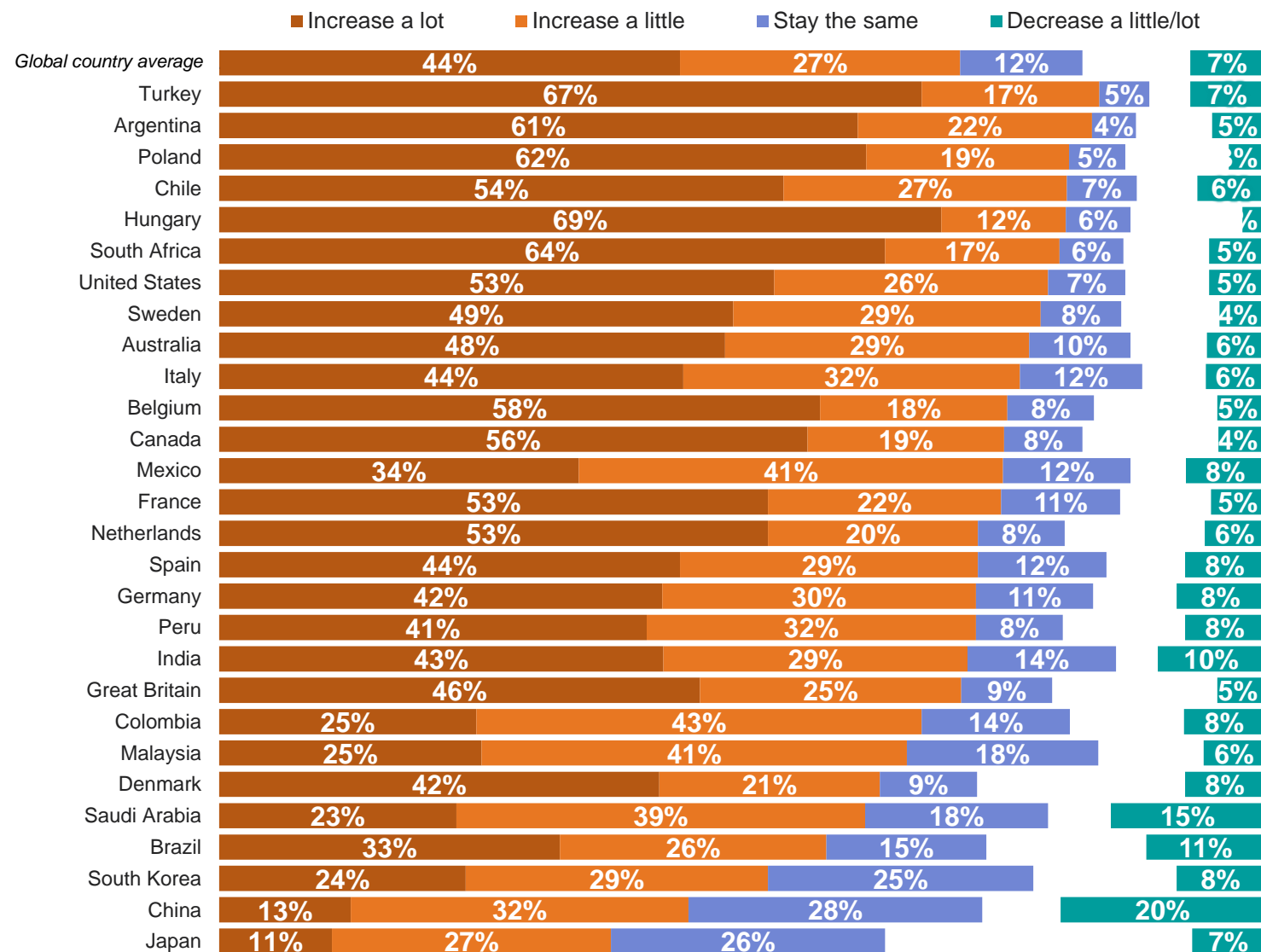
■ **The overall cost of your subscriptions (Netflix, gym memberships, etc.)**



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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 the stay the same as it is now?

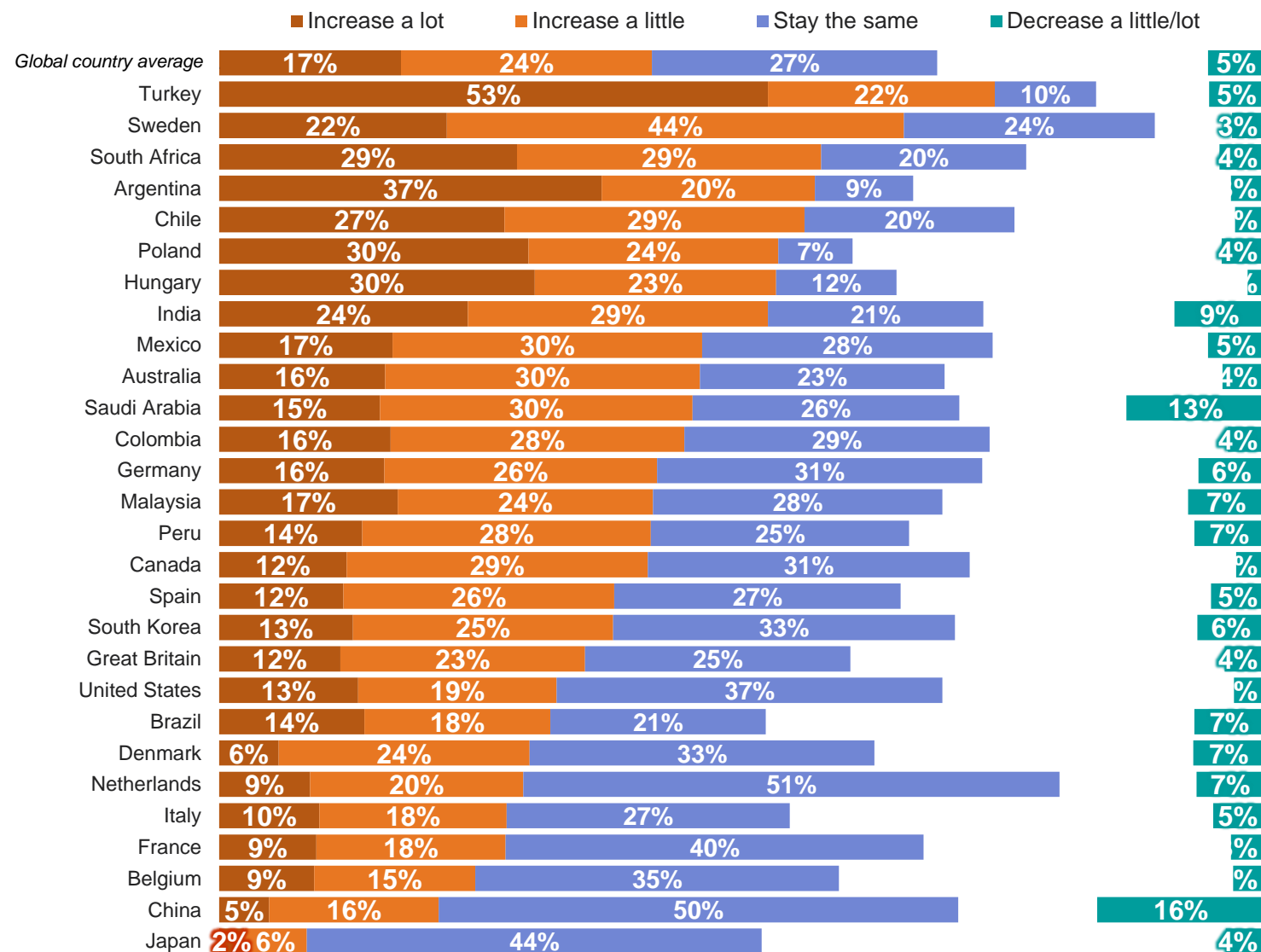
■ **Your motoring fuel costs (petrol, diesel etc.)**



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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 the stay the same as it is now?

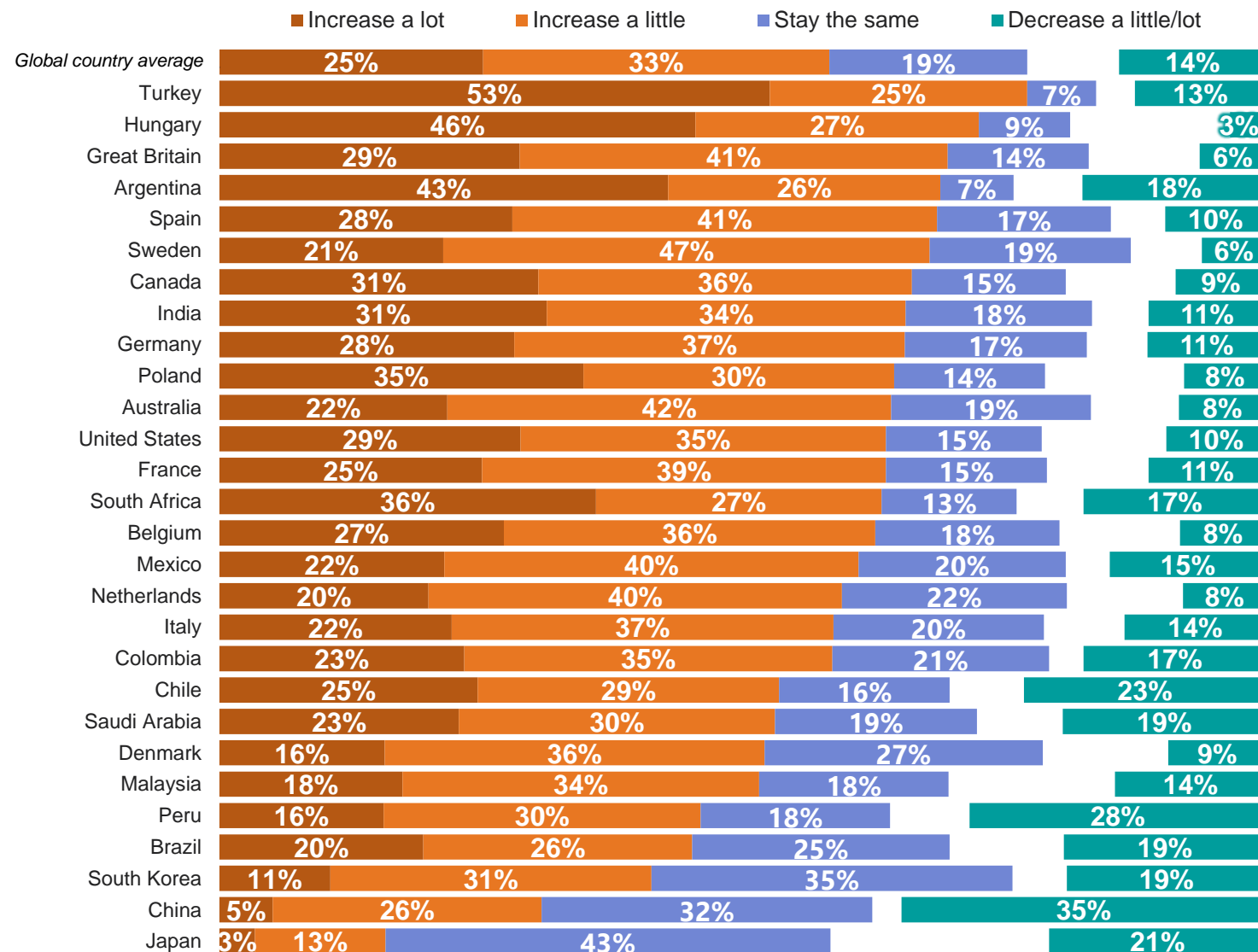
## ■ Your mortgage/rent



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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 the stay the same as it is now?

■ **The overall cost of going out socialising (cinema, cafes, restaurants, clubs etc)**



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Where would price rises have the most negative impact on your quality of life, if any? Please select up to three.

	AVG	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	GER	DEN	SPA	FRA	GBR	HUN	IND	ITA	JAP	KOR	MEX	MYS	NLD	PER	POL	KSA	SWE	TUR	USA	ZAF
The cost of your food shopping	60%	63%	59%	53%	67%	62%	65%	36%	63%	56%	55%	56%	63%	61%	81%	40%	51%	76%	59%	61%	65%	56%	67%	64%	48%	65%	66%	56%	65%
The cost of your utilities	51%	51%	48%	58%	56%	37%	56%	17%	46%	56%	49%	59%	56%	68%	62%	47%	63%	62%	33%	52%	40%	58%	56%	64%	33%	32%	66%	38%	53%
Your motoring fuel costs	42%	35%	45%	51%	35%	46%	47%	43%	30%	41%	40%	47%	48%	47%	49%	38%	52%	25%	35%	46%	34%	40%	43%	47%	33%	43%	47%	45%	47%
The cost of your other household shopping	22%	20%	19%	14%	24%	18%	20%	28%	26%	16%	17%	14%	10%	17%	30%	30%	12%	36%	21%	25%	47%	20%	22%	21%	32%	12%	18%	19%	21%
Your mortgage/rent	16%	17%	26%	9%	10%	19%	22%	21%	14%	13%	13%	23%	10%	16%	12%	11%	9%	5%	23%	11%	10%	15%	11%	17%	16%	44%	28%	18%	14%
The overall cost of going out socialising	13%	13%	10%	12%	9%	12%	10%	30%	19%	11%	8%	11%	11%	10%	7%	21%	11%	7%	20%	16%	12%	13%	15%	5%	26%	7%	11%	8%	9%
All equally	11%	19%	12%	11%	12%	15%	12%	7%	14%	11%	9%	9%	12%	8%	9%	10%	9%	6%	16%	10%	3%	8%	11%	10%	1%	8%	13%	17%	14%
The overall cost of your subscriptions	8%	7%	6%	7%	8%	7%	6%	18%	8%	6%	8%	7%	7%	8%	3%	19%	7%	2%	8%	15%	7%	3%	5%	6%	21%	5%	7%	6%	5%
Rising prices in these areas would have no impact on my household finances	5%	4%	3%	4%	4%	2%	1%	12%	7%	4%	5%	2%	3%	3%	2%	8%	6%	1%	3%	4%	6%	5%	7%	2%	9%	5%	2%	6%	6%
Don't know	4%	2%	4%	5%	3%	5%	2%	2%	1%	5%	8%	3%	4%	3%	3%	2%	4%	8%	3%	1%	7%	4%	1%	2%	5%	3%	1%	5%	1%

Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

Top three: #1 #2 #3

# POTENTIAL CONSUMER ACTIONS

And if price rises meant that you could no longer afford your normal lifestyle, which, if any, of the below actions would you be likely to take?

	AVG	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	GER	DEN	SPA	FRA	GBR	HUN	IND	ITA	JAP	KOR	MEX	MYS	NLD	PER	POL	KSA	SWE	TUR	USA	ZAF
Spend less money on socialising	46%	51%	47%	46%	49%	52%	52%	40%	56%	44%	32%	53%	46%	48%	43%	40%	45%	22%	35%	59%	45%	52%	57%	38%	35%	58%	50%	46%	58%
Delay large purchase decisions (for example on furniture, cars)	44%	47%	43%	45%	44%	49%	48%	33%	46%	41%	40%	43%	43%	44%	57%	38%	36%	36%	39%	50%	38%	50%	47%	38%	29%	54%	48%	46%	47%
Spend less on holidays	37%	33%	37%	38%	30%	42%	33%	32%	40%	35%	32%	41%	38%	37%	39%	38%	37%	22%	34%	40%	42%	40%	40%	35%	30%	40%	42%	36%	44%
Spend less money on other household shopping	36%	38%	40%	30%	38%	45%	37%	23%	40%	36%	30%	31%	31%	41%	50%	32%	34%	35%	39%	31%	37%	34%	40%	39%	27%	29%	42%	44%	39%
Use less heating, electricity or water	29%	25%	31%	37%	27%	23%	26%	9%	22%	43%	32%	31%	37%	50%	31%	27%	32%	35%	22%	22%	25%	23%	25%	34%	23%	24%	42%	28%	39%
Use a car/motor vehicle less often to spend less on fuel costs	29%	23%	31%	32%	30%	36%	28%	30%	21%	33%	20%	30%	34%	30%	38%	31%	21%	14%	25%	32%	25%	33%	22%	30%	23%	31%	45%	32%	40%
Spend less money on food	26%	19%	32%	25%	18%	29%	19%	12%	19%	25%	30%	15%	31%	39%	32%	26%	17%	43%	40%	14%	31%	24%	21%	24%	17%	27%	30%	36%	25%
Use savings	23%	18%	28%	27%	20%	25%	21%	17%	16%	19%	17%	17%	28%	31%	22%	32%	18%	28%	28%	19%	26%	29%	23%	27%	13%	21%	23%	23%	25%
Save less	22%	23%	29%	31%	10%	27%	16%	12%	17%	22%	27%	20%	24%	35%	28%	20%	17%	15%	24%	13%	14%	35%	18%	20%	17%	25%	25%	24%	18%
Check what benefits / welfare support are available for me	16%	14%	17%	12%	17%	12%	24%	13%	18%	13%	15%	11%	16%	18%	16%	23%	15%	5%	17%	19%	18%	13%	13%	16%	10%	10%	20%	21%	21%
Seek employment	14%	18%	12%	9%	21%	12%	16%	10%	18%	7%	6%	8%	7%	9%	8%	21%	10%	8%	10%	19%	22%	5%	20%	16%	19%	7%	20%	18%	29%
Look for higher paid work with another employer	12%	15%	11%	4%	14%	15%	14%	9%	16%	6%	5%	8%	8%	12%	14%	18%	6%	4%	6%	17%	15%	7%	19%	16%	14%	11%	14%	11%	24%
Move into cheaper accommodation	10%	13%	9%	6%	14%	9%	11%	7%	19%	8%	7%	7%	8%	6%	5%	20%	5%	5%	8%	7%	11%	5%	16%	6%	18%	10%	18%	11%	21%
Spend less on healthcare	10%	6%	14%	11%	9%	9%	8%	7%	5%	10%	9%	5%	13%	9%	14%	15%	12%	6%	10%	5%	14%	8%	6%	10%	11%	11%	15%	10%	13%
Borrow money	8%	11%	11%	4%	10%	11%	11%	4%	10%	5%	4%	4%	6%	11%	6%	16%	4%	3%	9%	9%	7%	4%	9%	7%	8%	5%	16%	12%	14%
Ask for a pay rise from my employer	8%	9%	8%	4%	6%	9%	6%	8%	7%	7%	4%	4%	8%	6%	7%	18%	5%	2%	3%	9%	10%	8%	11%	8%	16%	6%	14%	6%	14%
Spend less on education	6%	5%	6%	4%	6%	6%	4%	5%	6%	7%	3%	3%	3%	5%	6%	11%	6%	1%	5%	3%	7%	3%	3%	9%	10%	8%	9%	6%	7%
Other	2%	3%	2%	2%	2%	3%	3%	1%	2%	2%	3%	2%	1%	1%	4%	3%	1%	3%	2%	3%	2%	3%	2%	1%	2%	2%	3%	3%	2%

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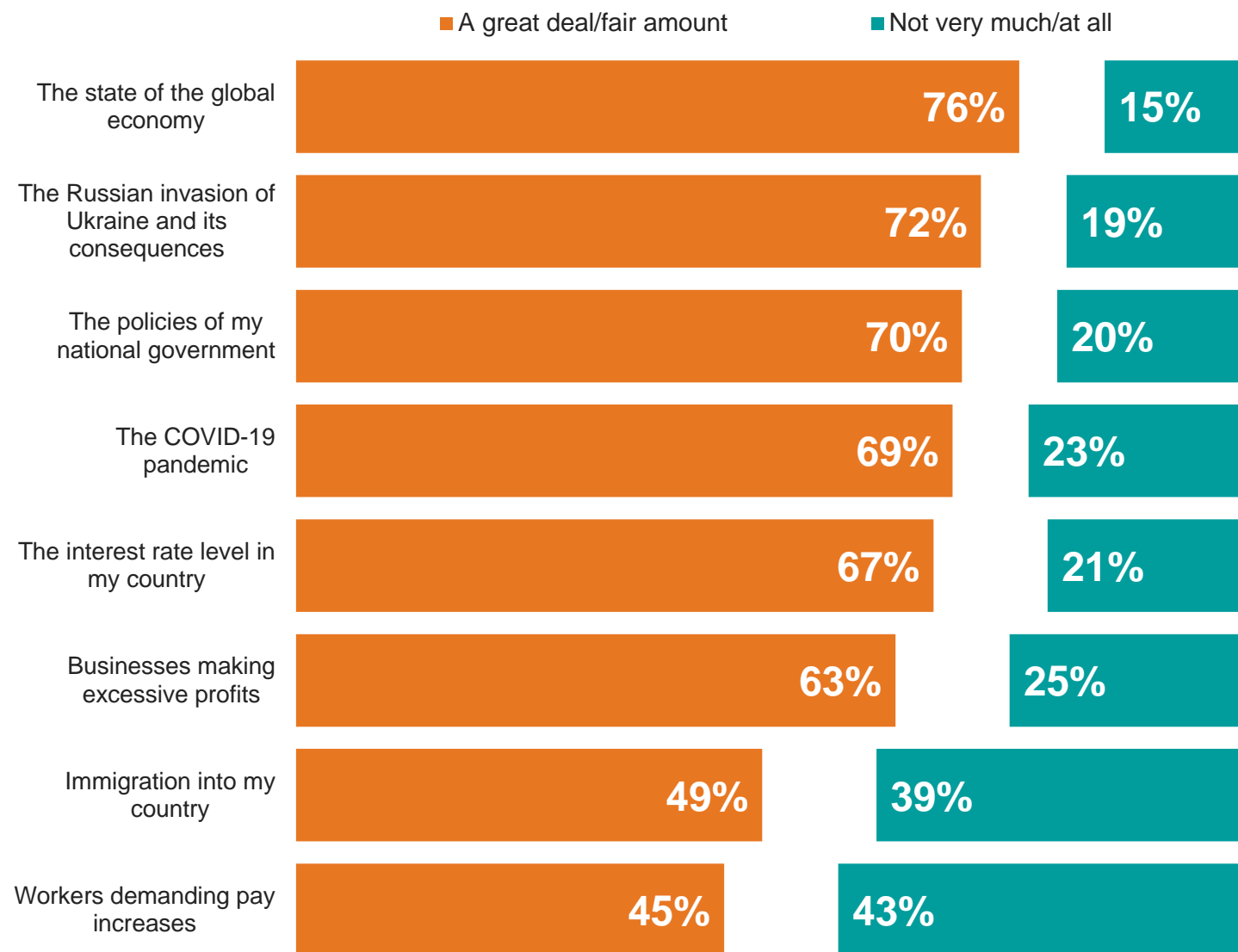
Top three: #1 #2 #3

# WHAT IS DRIVING RISING PRICES?



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

*Global Country Average scores*



*Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022*

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

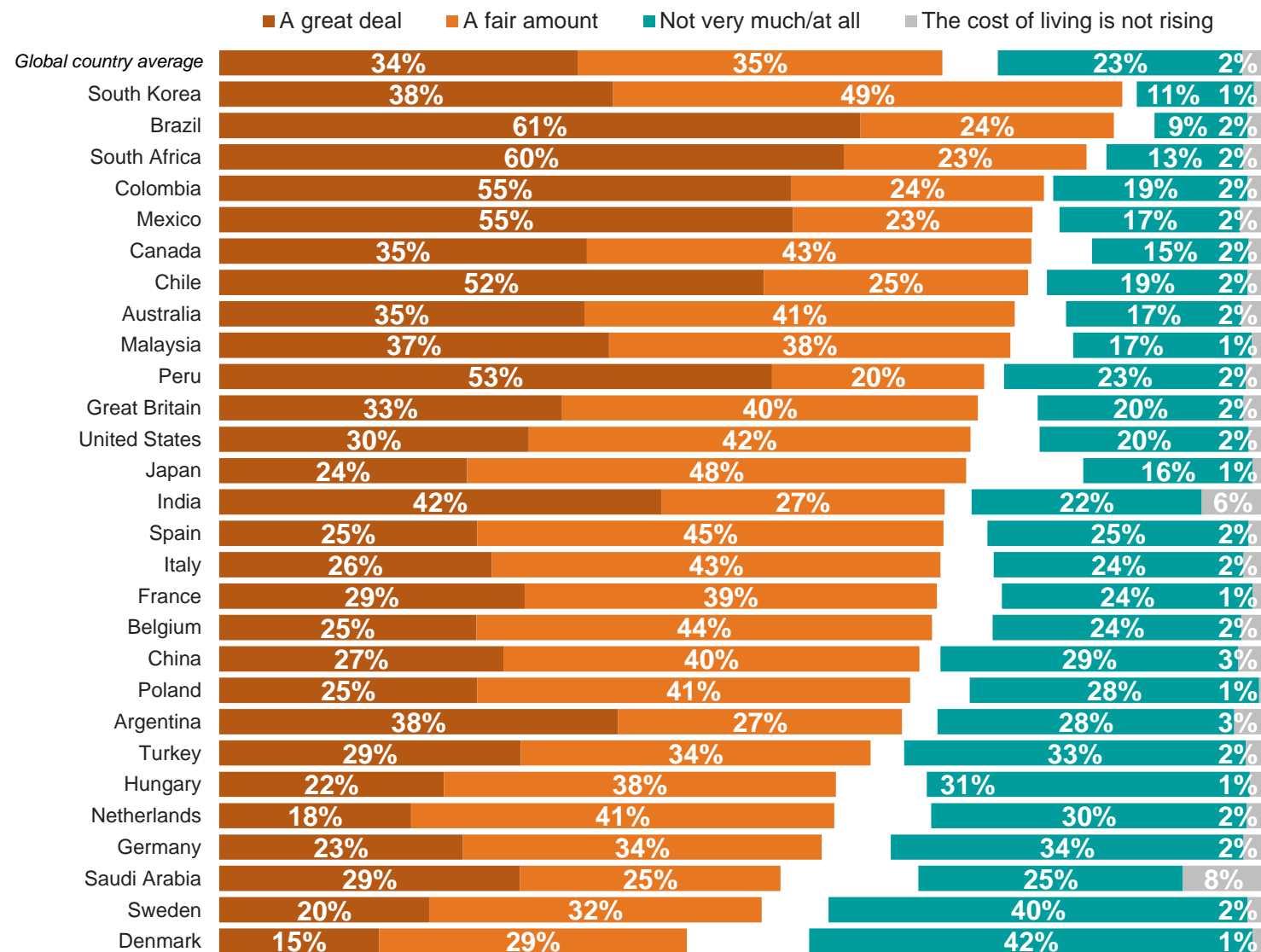
## A great deal/ fair amount

	AVG	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	GER	DEN	SPA	FRA	GB	HUN	IND	ITA	JAP	KOR	MEX	MYS	NLD	PER	POL	SAU	SWE	TUR	USA	ZAF
The state of the global economy	76%	72%	81%	75%	81%	80%	83%	57%	82%	70%	65%	82%	82%	82%	75%	71%	81%	77%	87%	80%	76%	76%	81%	73%	50%	82%	73%	77%	84%
The Russian invasion of Ukraine and its consequences	72%	46%	73%	83%	76%	68%	74%	41%	70%	74%	76%	81%	82%	79%	77%	71%	81%	75%	87%	60%	63%	84%	70%	80%	49%	83%	65%	72%	77%
The policies of my national government	70%	79%	69%	67%	78%	71%	76%	51%	82%	61%	49%	68%	71%	74%	66%	72%	74%	62%	84%	73%	66%	69%	75%	81%	32%	69%	75%	74%	83%
The COVID-19 pandemic	69%	65%	76%	68%	86%	78%	77%	67%	79%	58%	45%	69%	69%	73%	59%	70%	69%	72%	86%	78%	76%	59%	73%	66%	54%	52%	62%	72%	83%
The interest rate level in my country	67%	77%	67%	57%	84%	70%	82%	40%	80%	48%	48%	69%	64%	67%	67%	72%	70%	47%	83%	79%	65%	51%	75%	78%	41%	71%	80%	70%	85%
Businesses making excessive profits	63%	62%	66%	64%	80%	72%	71%	48%	68%	59%	50%	71%	75%	71%	53%	68%	65%	41%	63%	66%	63%	54%	63%	56%	46%	53%	69%	69%	70%
Immigration into my country	49%	42%	39%	49%	45%	41%	68%	29%	73%	50%	40%	40%	46%	39%	39%	62%	47%	23%	44%	57%	52%	43%	61%	57%	37%	51%	86%	47%	69%
Workers demanding pay increases	45%	48%	46%	36%	46%	47%	52%	46%	49%	37%	41%	31%	39%	41%	33%	70%	33%	28%	67%	53%	64%	33%	55%	49%	34%	32%	43%	51%	70%

Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

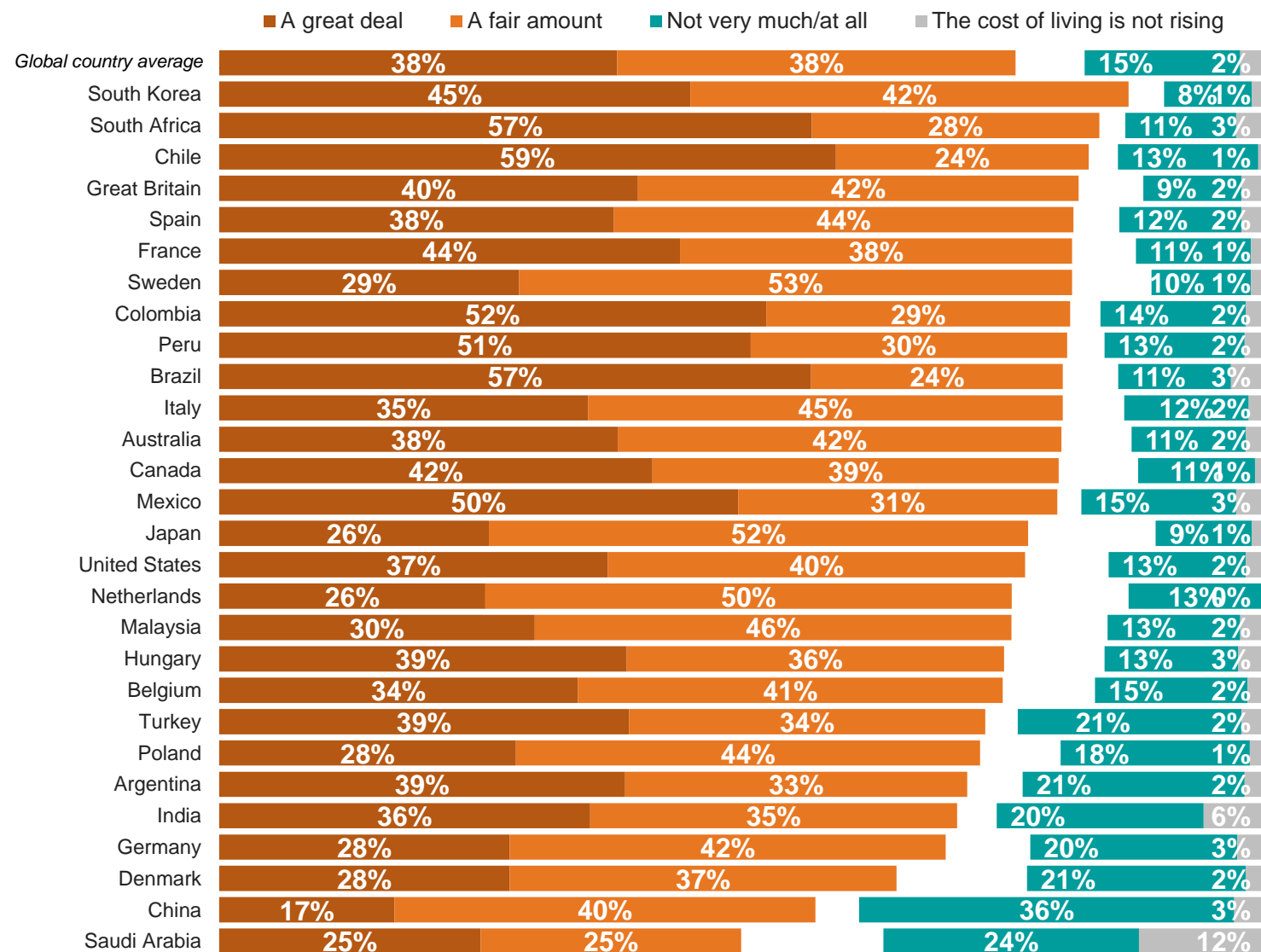
■ **The COVID-19 pandemic**



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

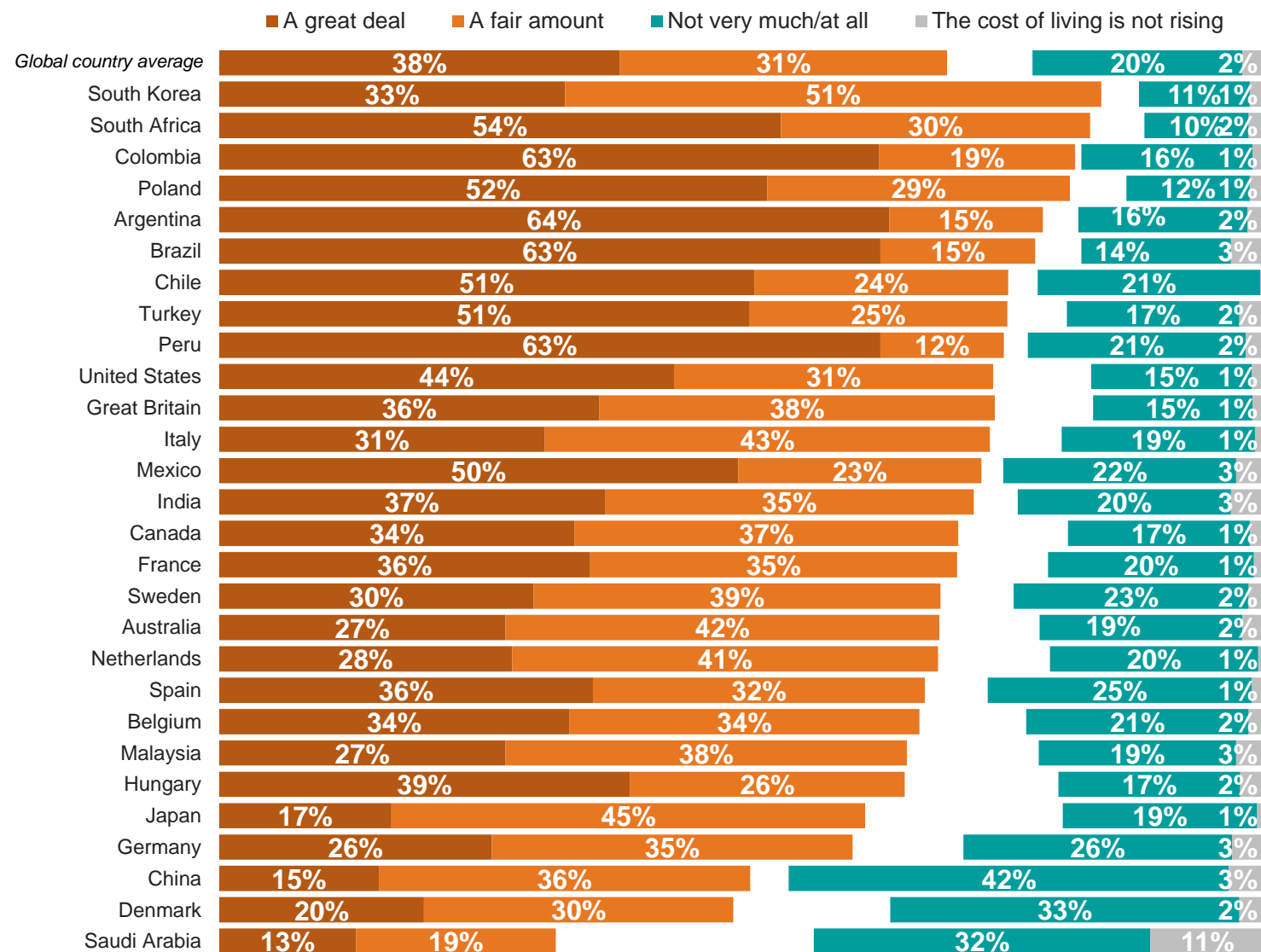
### ■ The state of the global economy



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

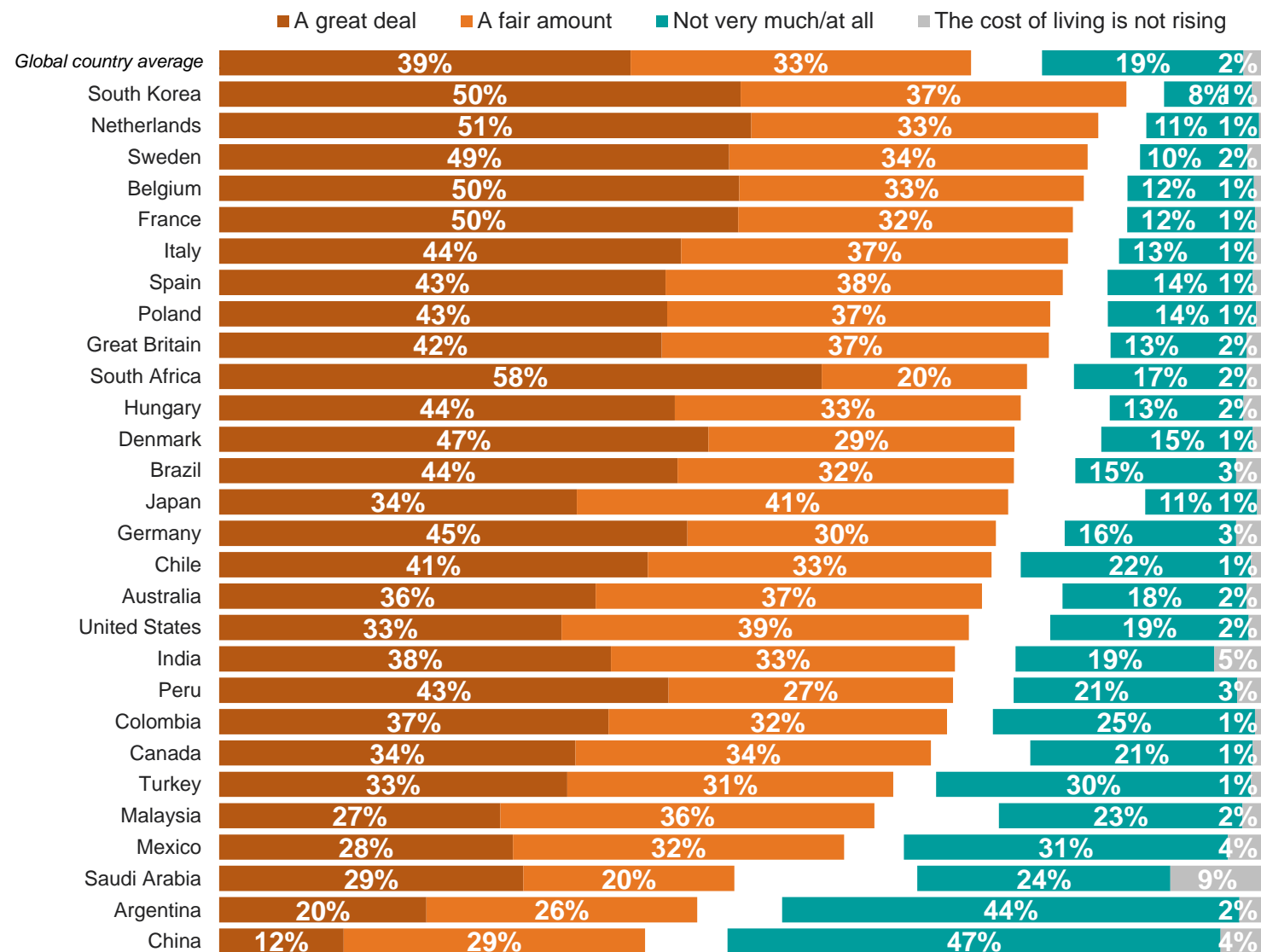
■ **The policies of my national government**



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

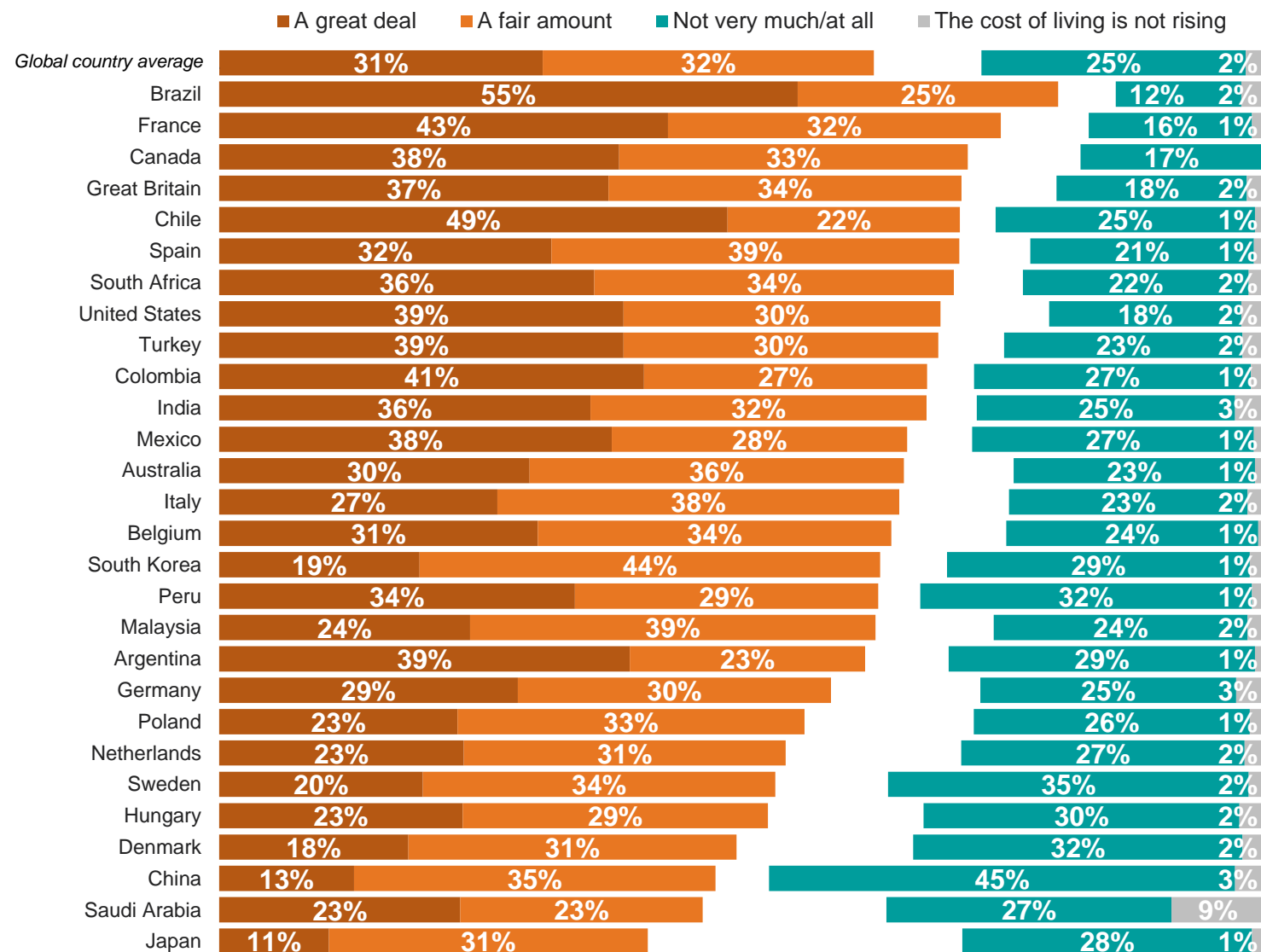
■ **The Russian invasion of Ukraine and its consequences**



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

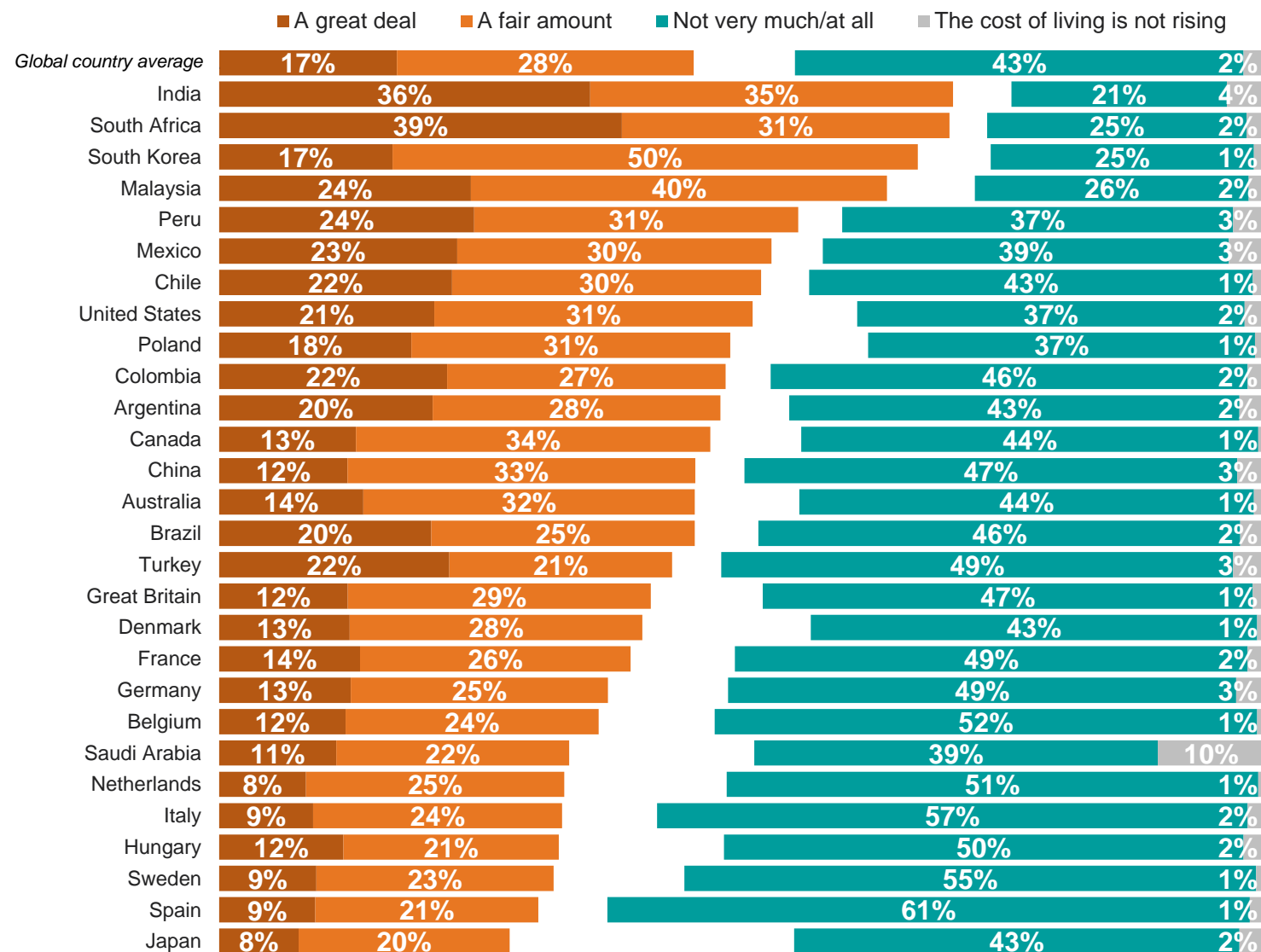
■ **Businesses making excessive profits**



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

■ **Workers demanding pay rises**

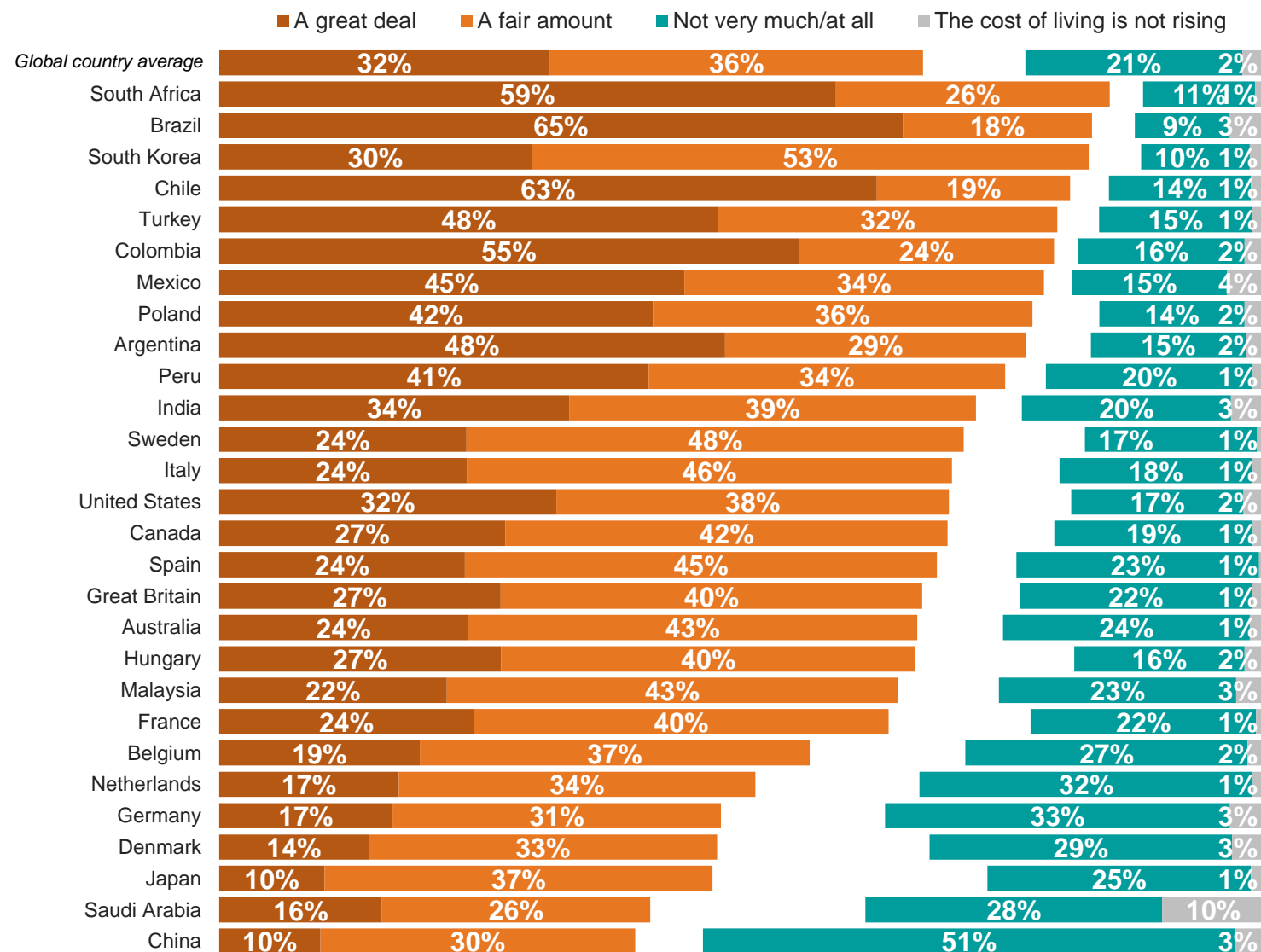


Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



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

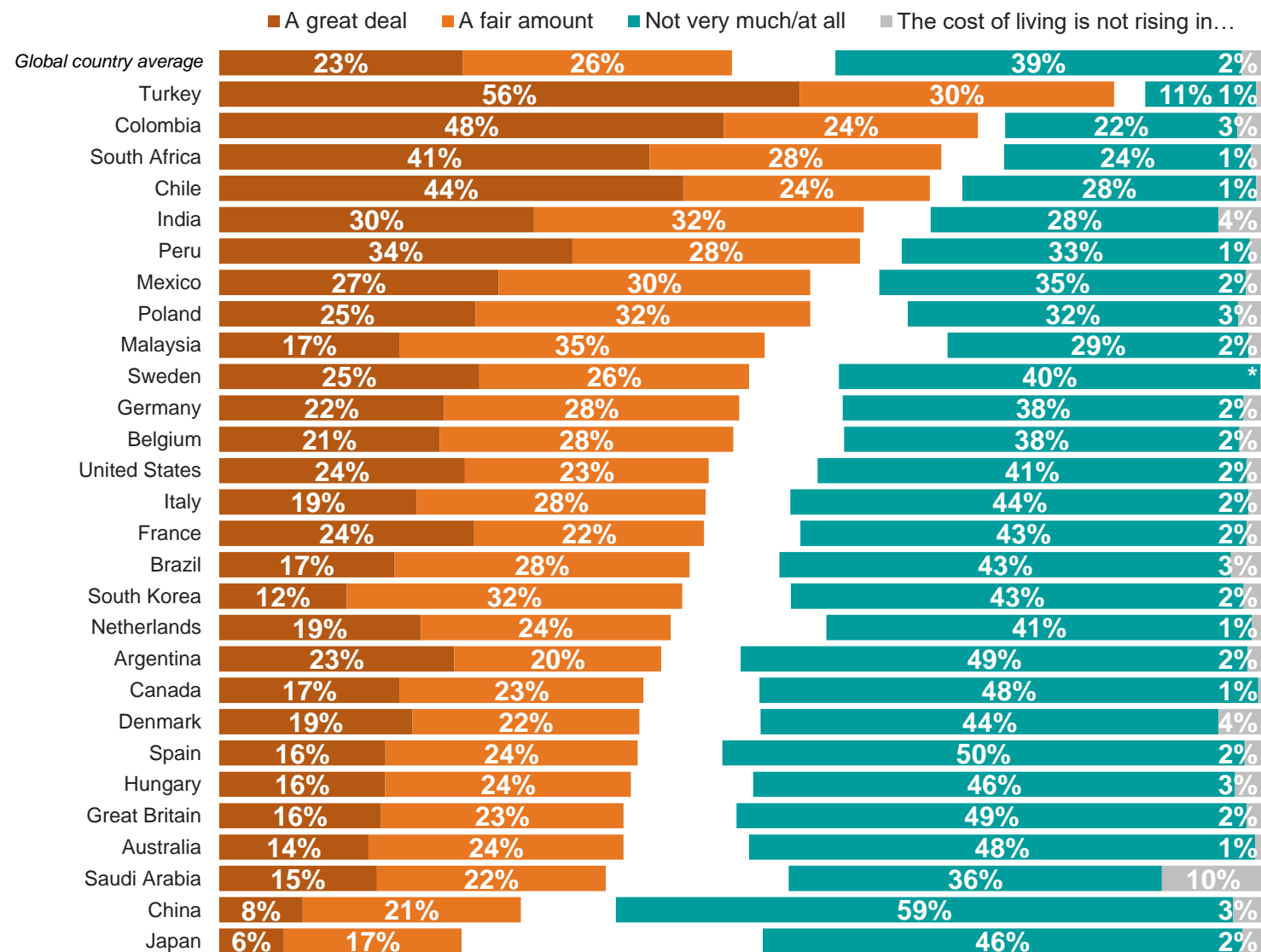
■ The interest rate level in my country



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

### ■ Immigration into my country



Ipsos Global Perceptions of Inflation 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

# METHODOLOGY

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These are the findings of an Ipsos online survey conducted between 26 May and 10 June 2022.

The survey was conducted in 28 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, Denmark, France, Germany, Great Britain, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, South Africa, South Korea, Saudi Arabia, Spain, Sweden, Turkey and the United States.

The results are comprised of an international sample of 21,515 adults aged 16-74 in most countries and aged 18-74 in Canada, Turkey and the United States. Approximately 500-1,000 individuals participated on a country by country basis via the Ipsos Online Panel.

The samples in Australia, Belgium, Canada, Denmark, France, Germany, Great Britain, Italy, Japan, the Netherlands, Poland, Spain, Sweden and United States can be taken as representative of their general adult population under the age of 75. The sample in other countries produces a national sample that is more urban and educated, and with higher incomes than their fellow citizens. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most

recent country Census data.

Where results do not sum to 100 or the difference appears to be plus or minus one point more or less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to plus or minus 3.5 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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IPS:FP  
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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**BE  
SURE.  
ACT  
SMARTER.**

**GAME CHANGERS**

