

IPSOS GLOBAL INFLATION MONITOR

A 29-country Ipsos Global Advisor survey

May 2023

GAME CHANGERS



KEY LEARNINGS

Public sentiment is subdued

The state we're in: More think their country is currently in recession than say it is not in 26 out of 29 countries.

A sense of resignation: An average of 46% think it will take more than 12 months for inflation to return to normal in their country, with a further 19% saying it “never will”.

Feeling the pressure: people in Australia, Britain, Canada, France, Poland and Germany are more likely to say they are finding things “difficult” than they were a year ago.

Negative sentiment is softening...a little

Turning the corner? Although they may not “feel” it, the global public mood was even more pessimistic when the Global Inflation Monitor series began a year ago:

- Expectations that prices will rise over the next year are *not quite as widespread* in nearly all countries.
- The proportion who expect their disposable income to fall *is not quite as high* as it was in many countries.
- There is *somewhat less anticipation* of rising food, fuel and leisure costs compared with past waves.

But day-to-day concerns are real

Not going away? Close to seven in ten still expect an increase in the cost of their food shopping, utility/energy costs and other household shopping over the next six months.

Elevated expectations everywhere: in all countries except South Korea, Japan and Brazil, at least six in ten say they expect food costs to rise over the next year.

This expectation is highest in Great Britain, Argentina and Australia; in each around four-fifths are expecting price rises.

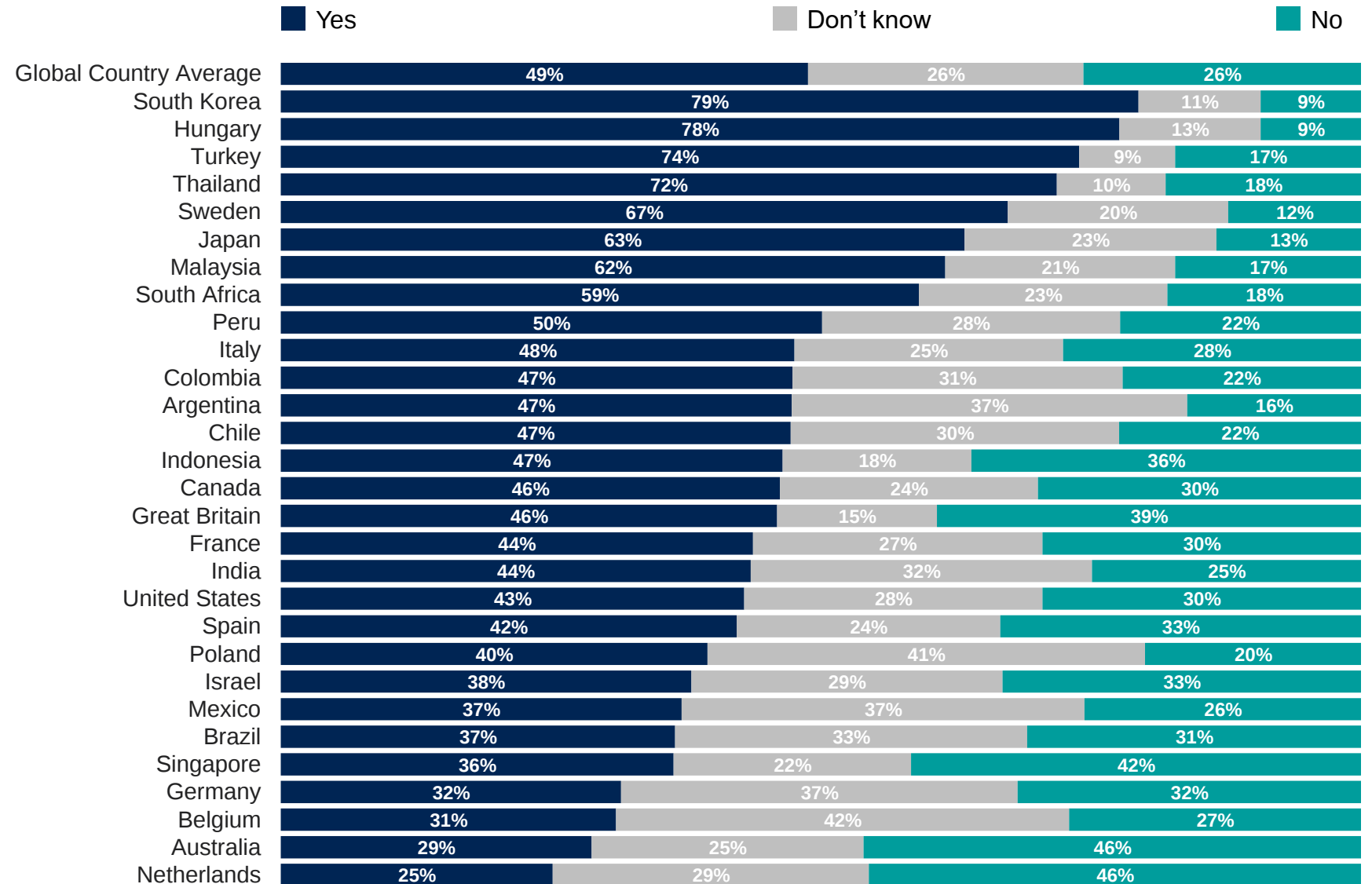
What's causing rising prices?

Lots going on: The public are particularly likely to cite the state of the global economy, interest rates in their country and the policies of their national government as contributing to the rising cost of living. Each is mentioned by seven in ten or more.

Countries matter: In India, businesses making excessive profits is ranked as the biggest contributor to the rising cost of living, while in Turkey it is immigration. South Korea, the Netherlands, Italy and Sweden are the countries most likely to single out the war in Ukraine as a factor.

HOW IT FEELS RIGHT NOW

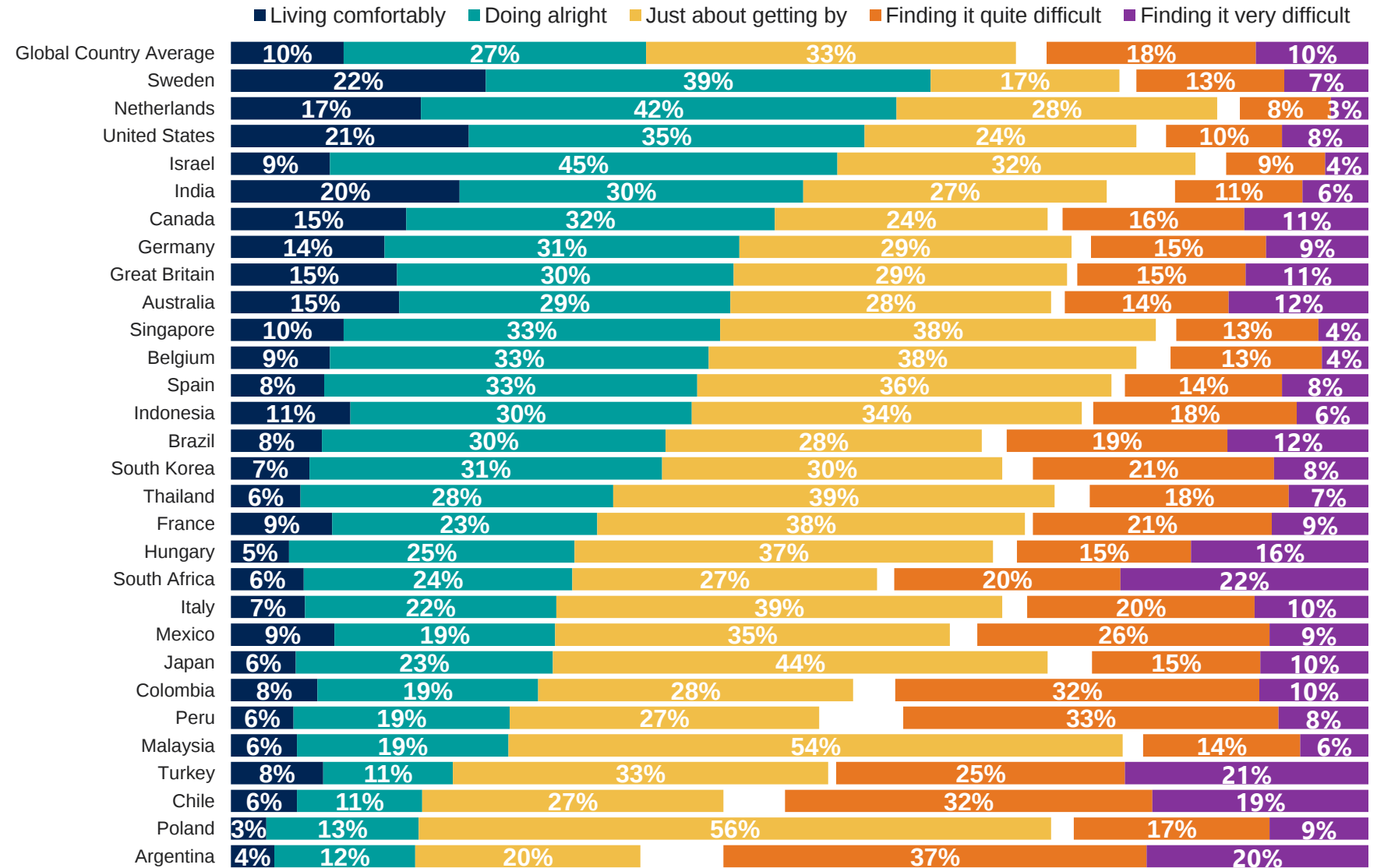
As far as you are aware, is the economy in your country currently in a recession?



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

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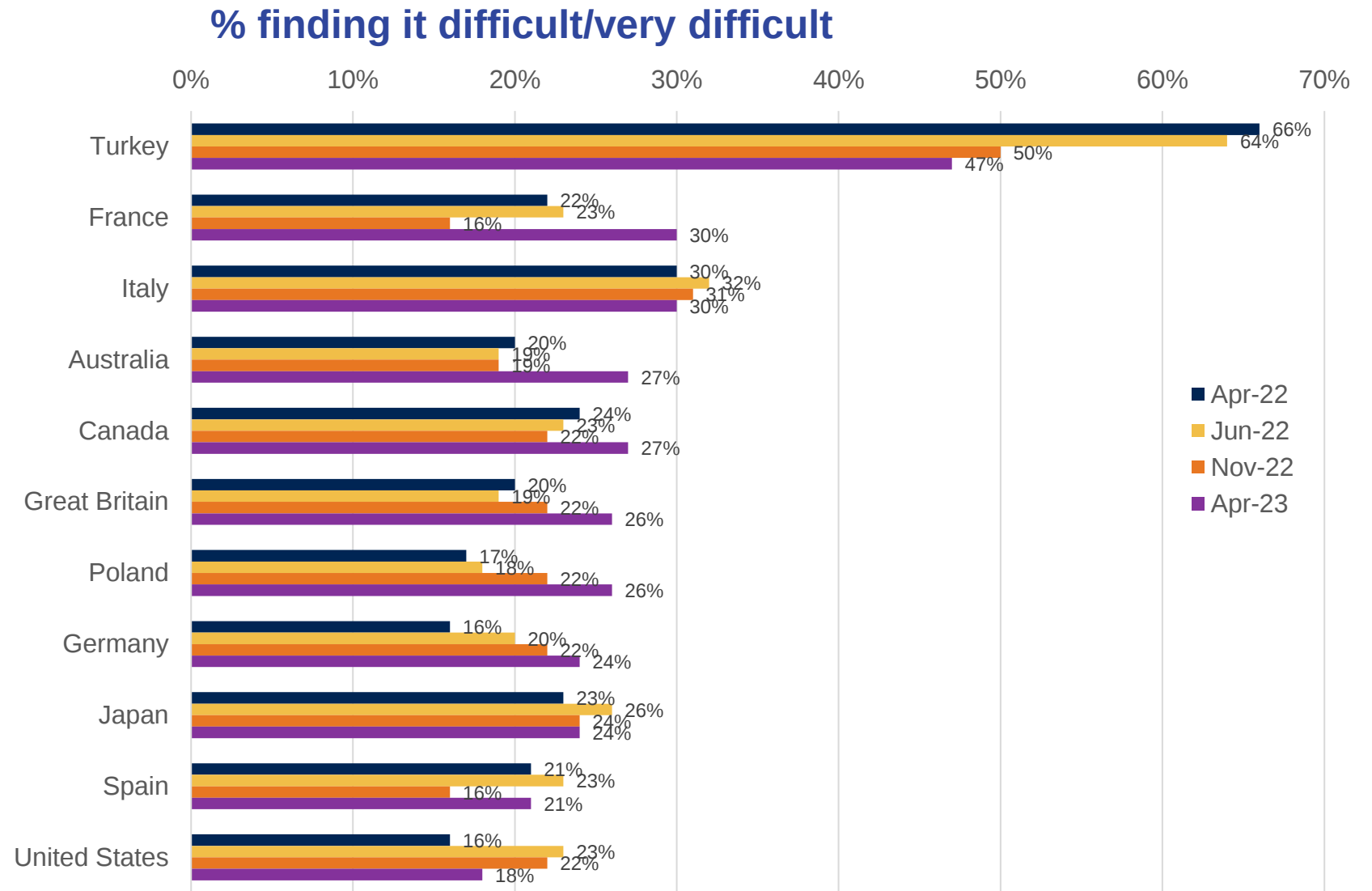
How well would you say you are managing financially these days? Would you say you are...?



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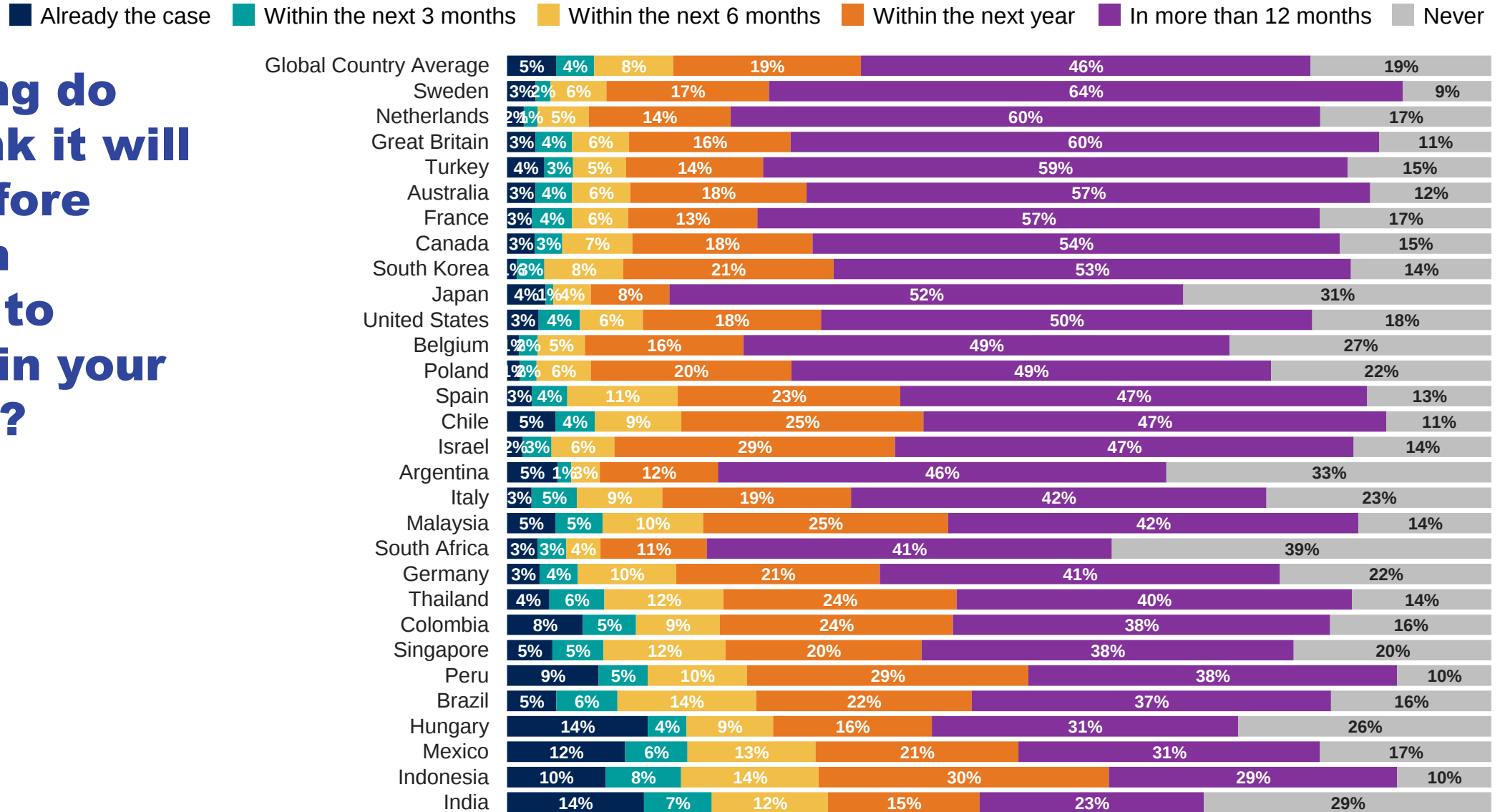
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How long do you think it will take before inflation returns to normal in your country?



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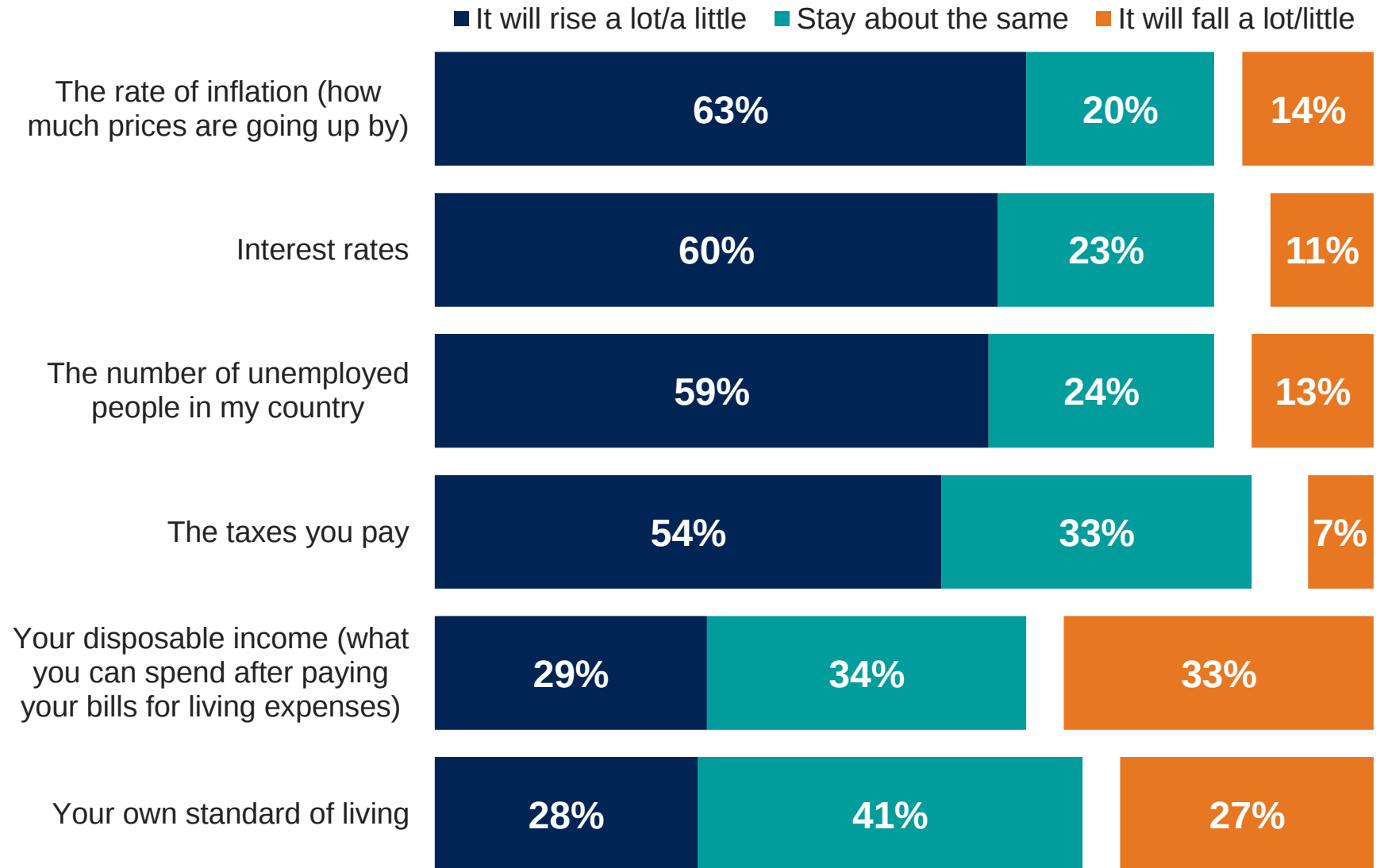
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NOT-SO-GREAT EXPECTATIONS?

The Next 12 Months

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

Global Country Average %



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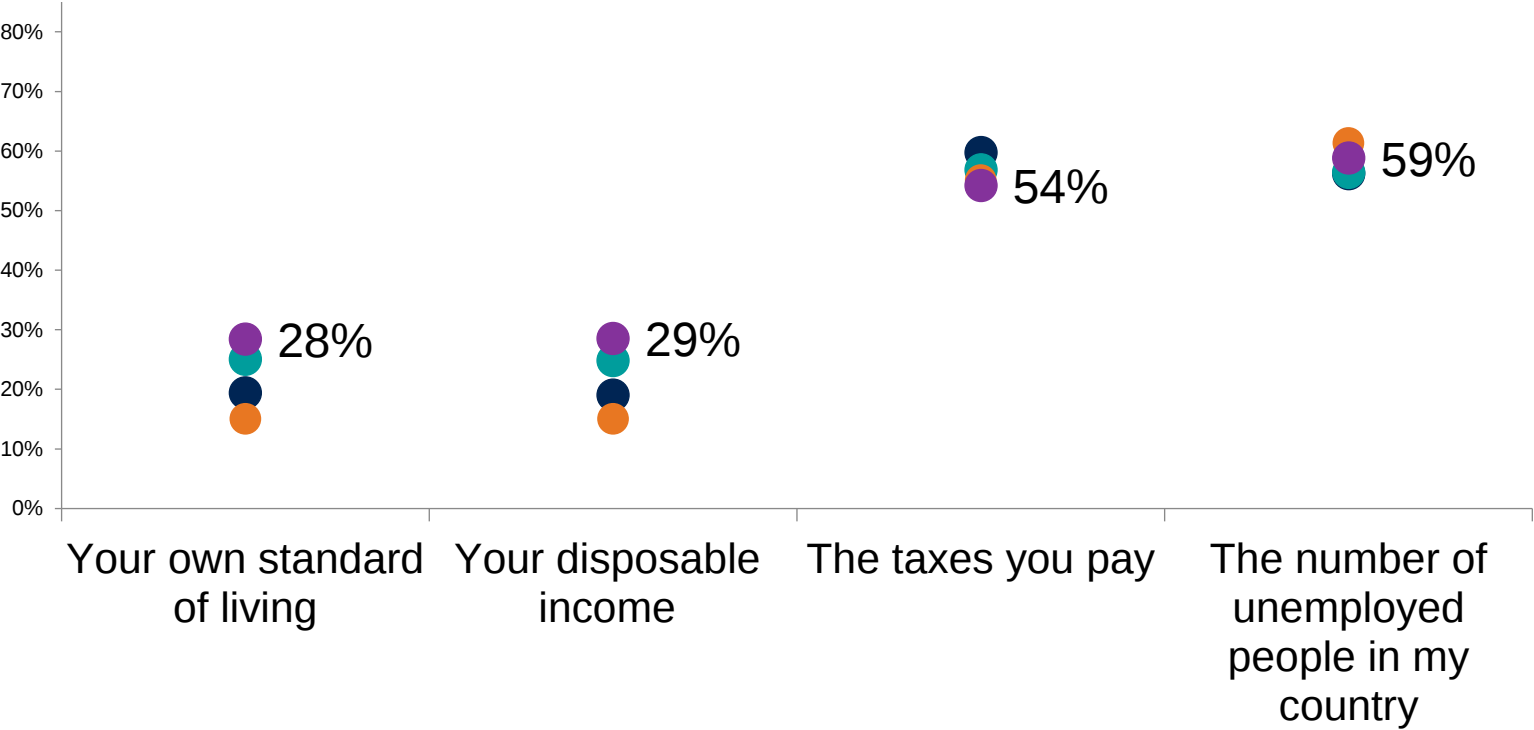
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

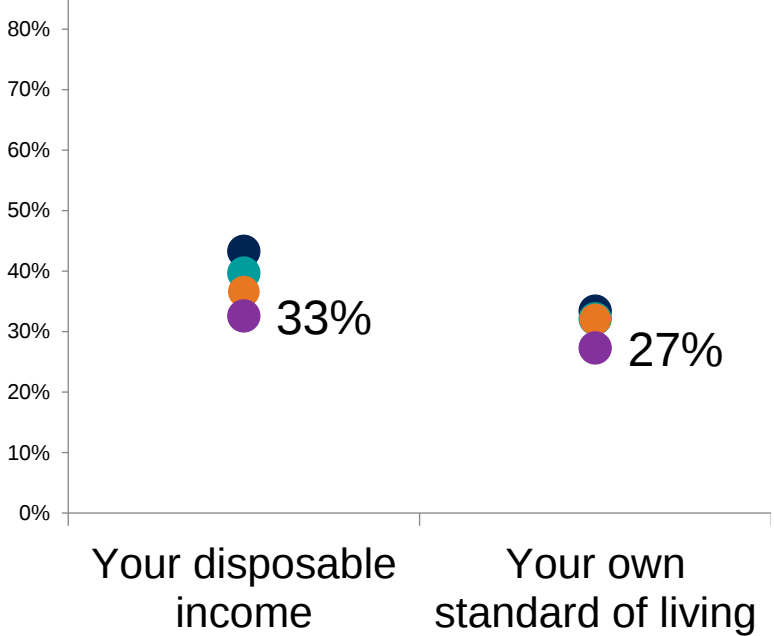
Global Country Average %

- April 2022 (11 countries)
- June 2022 (28 countries)
- November 2022 (36 countries)
- April 2023 (29 countries)

It will rise a lot/a little



It will fall a lot/a little

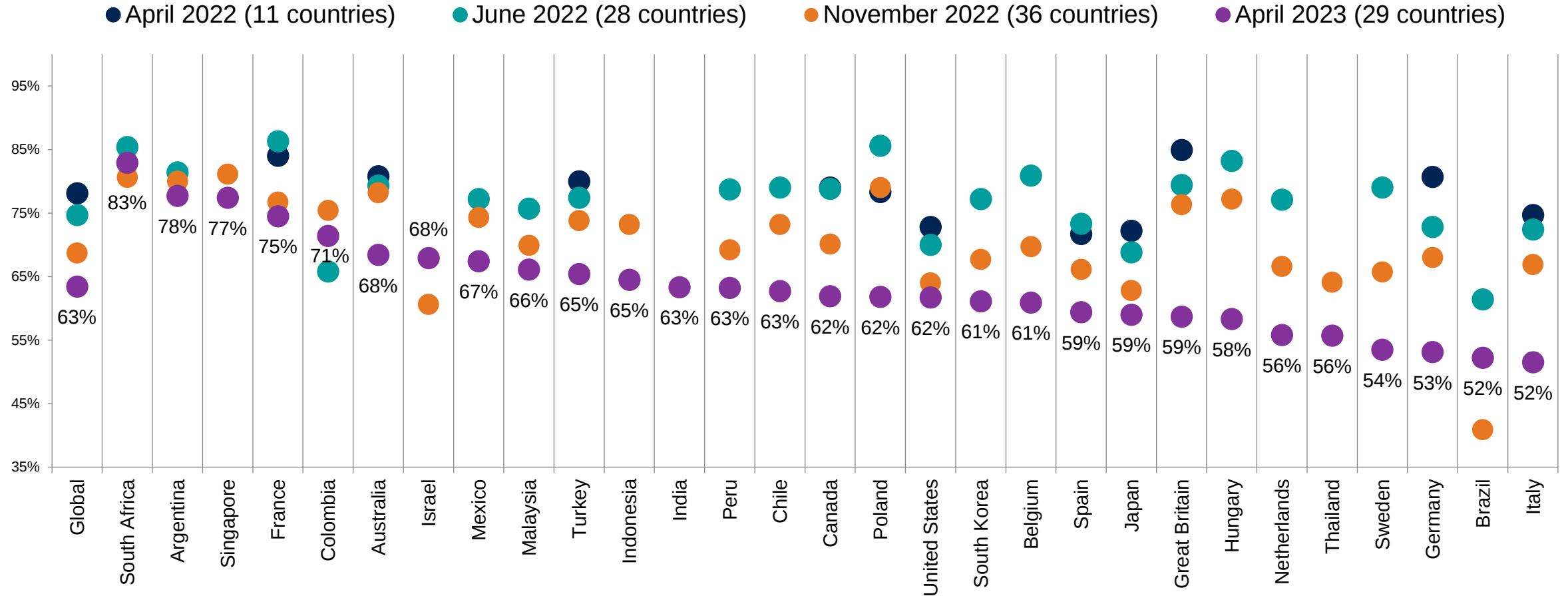


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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

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

% It will rise a lot/a little



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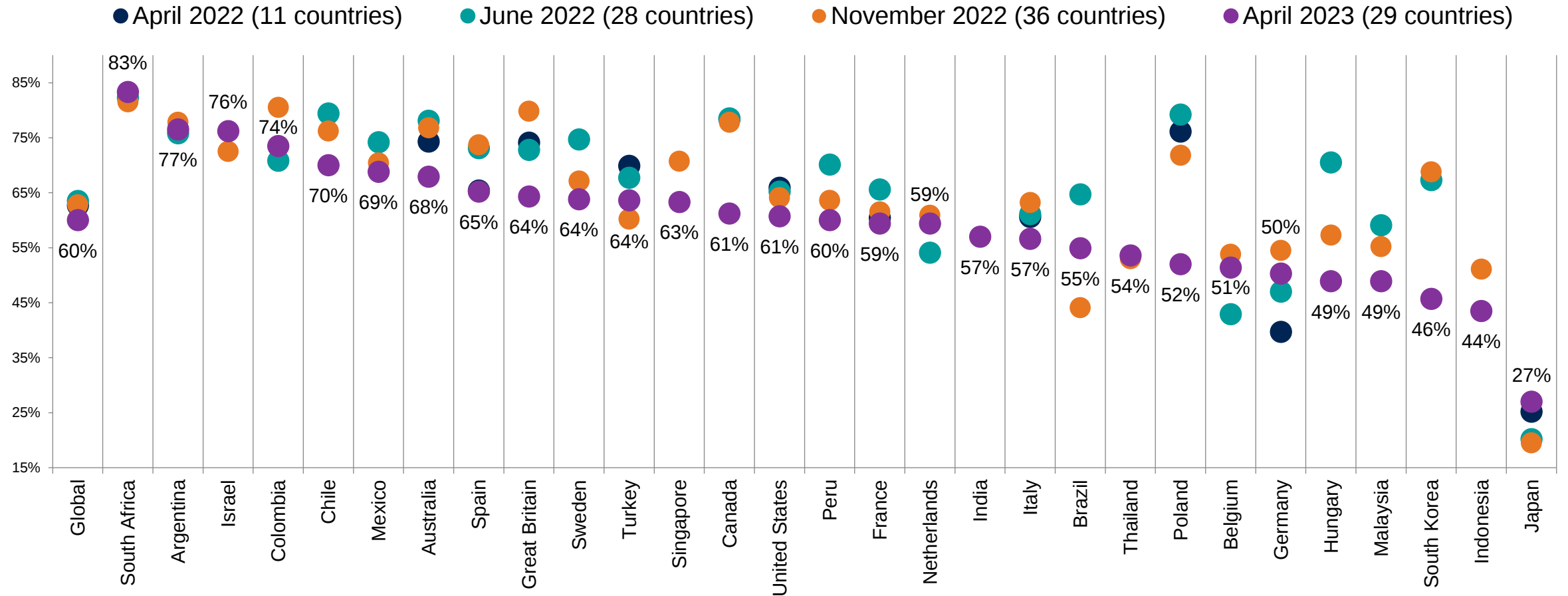
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Interest rates

% It will rise a lot/a little



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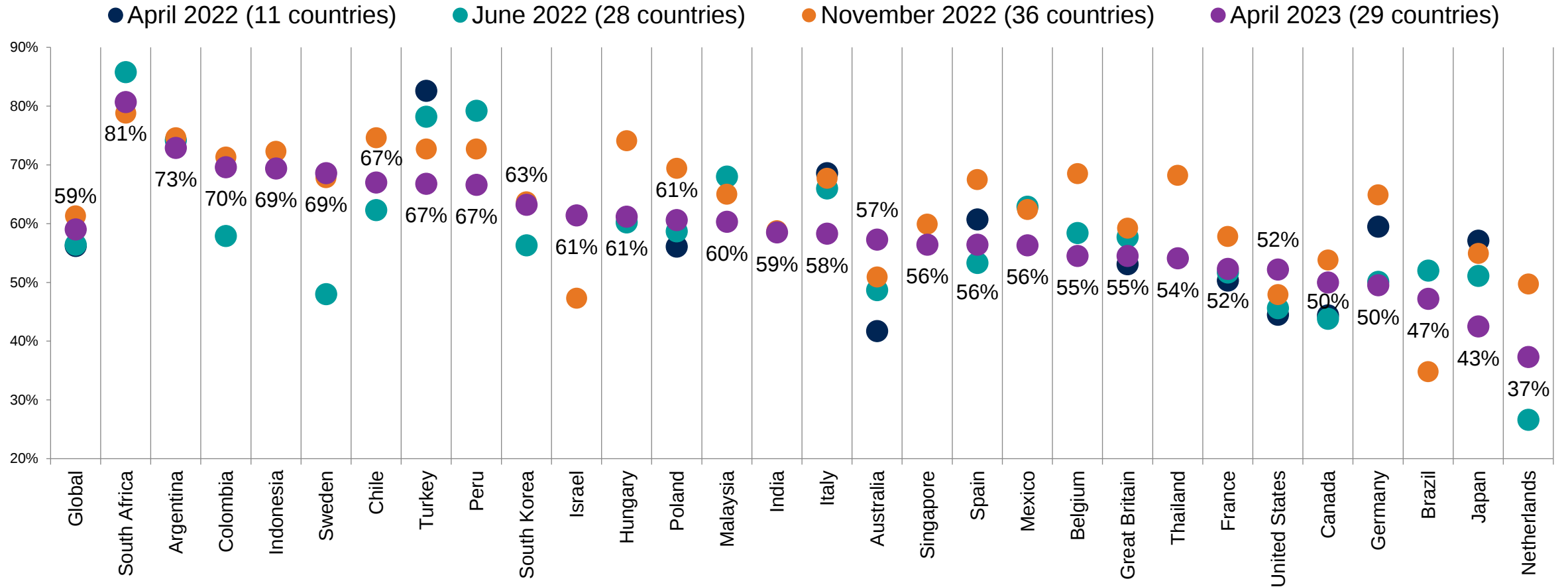
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The number of unemployed people in my country

% It will rise a lot/a little



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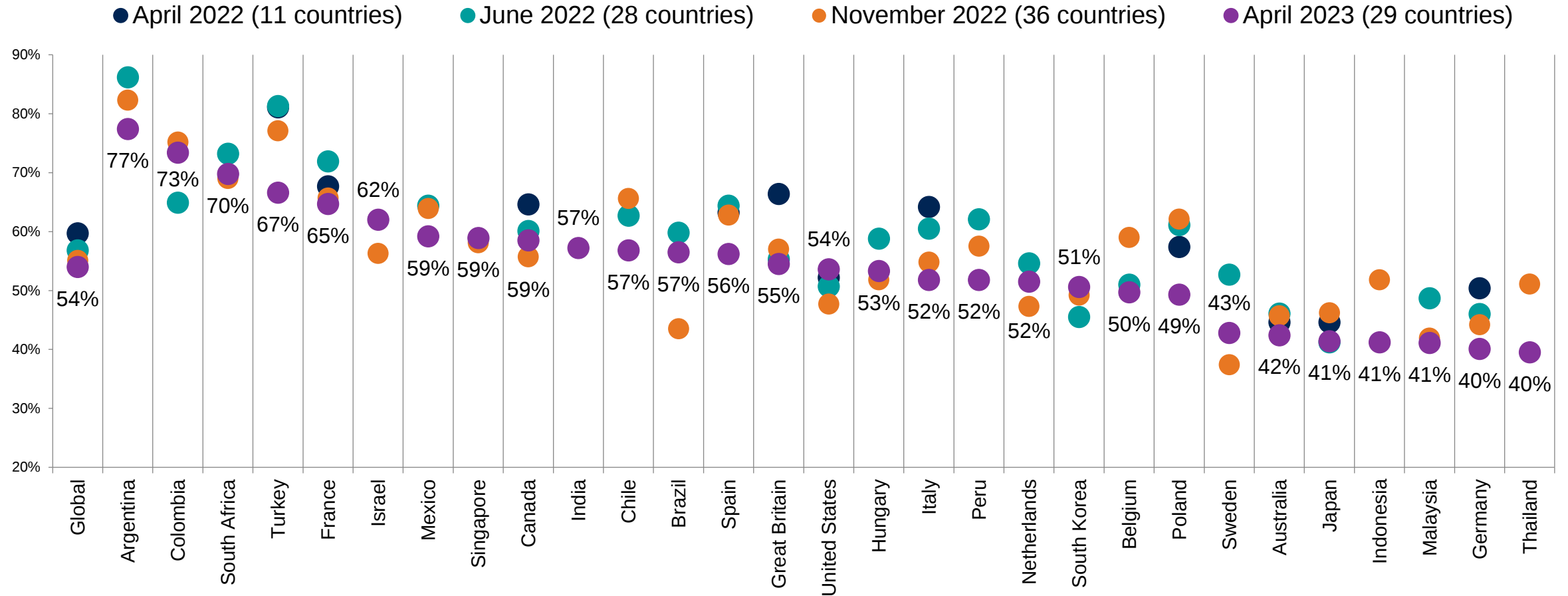
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The taxes you pay

% It will rise a lot/a little



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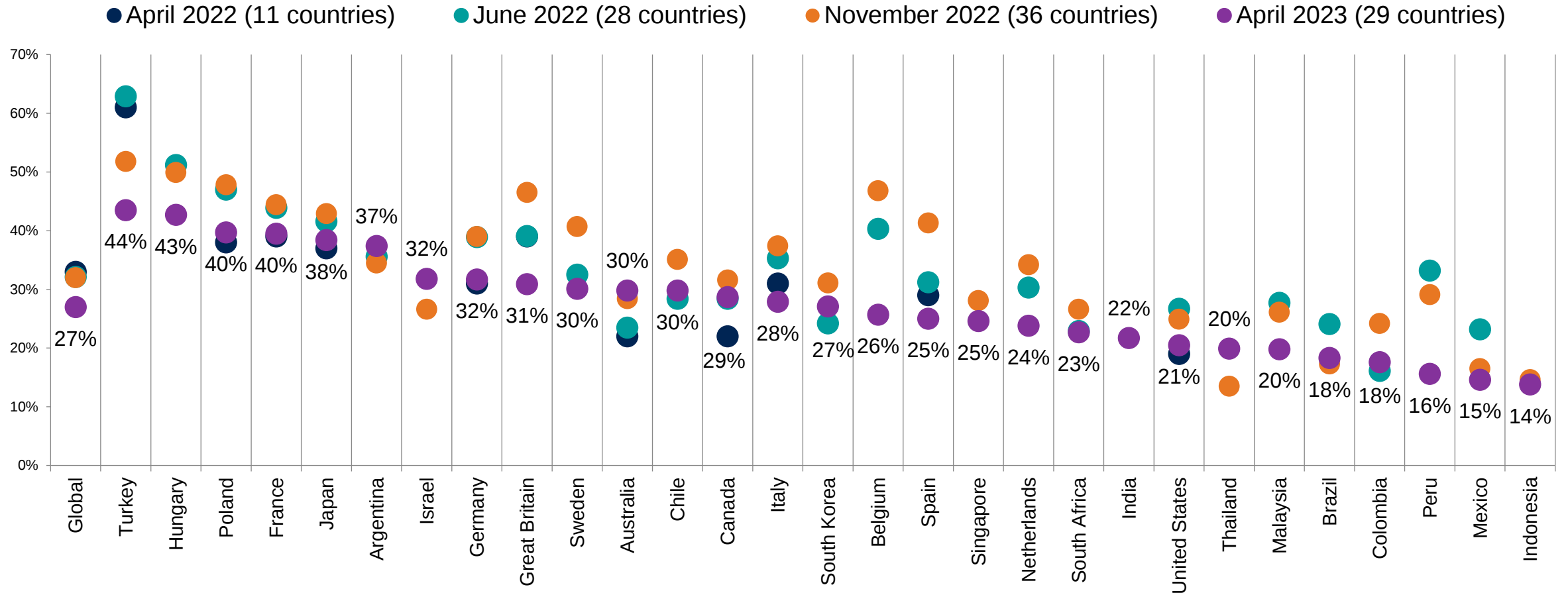
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your own standard of living

% It will fall a lot/a little



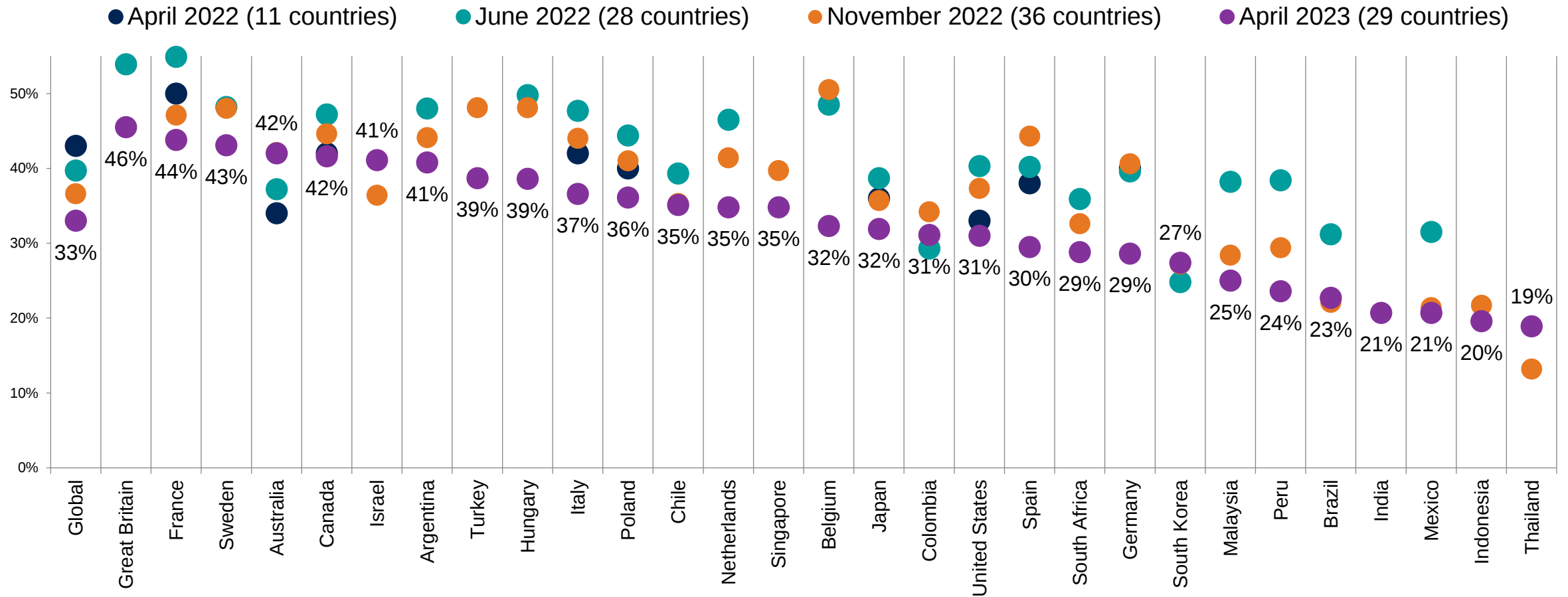
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

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

% It will fall a lot/a little



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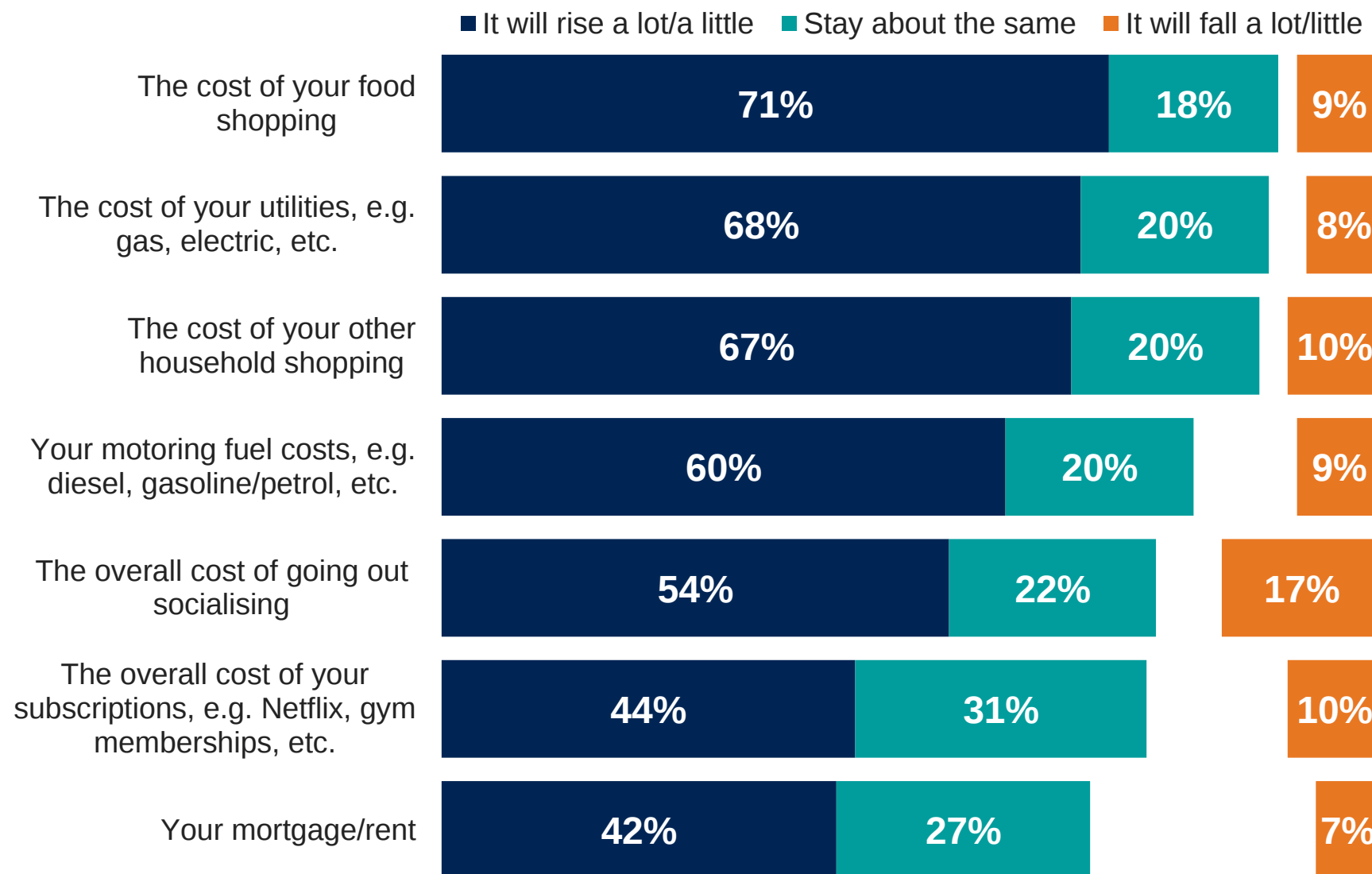
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EXPECTATIONS FOR SPENDING

Thinking now about your household spend in the next six 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.

Global Country Average %

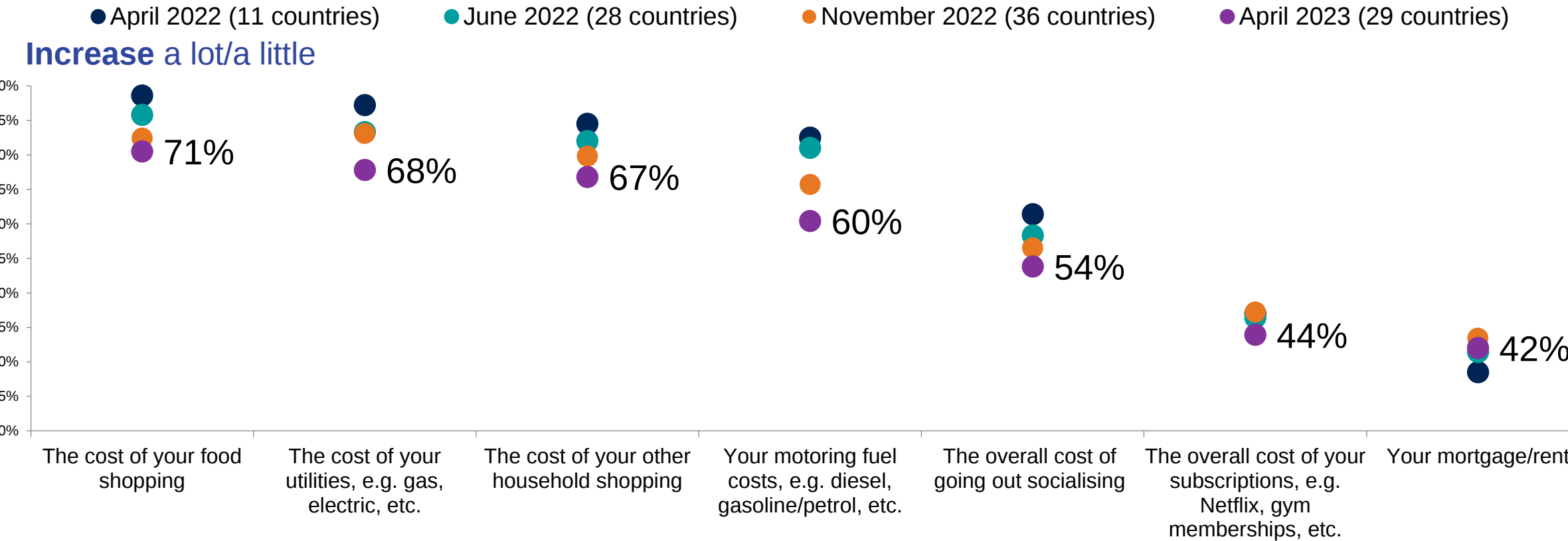


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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease, or stay the same as it is now? **% increase**

	Global	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GBR	HUN	INA	IND	ISR	ITA	JAP	KOR	MAS	MEX	NED	PER	POL	SIN	RSA	ESP	SWE	THA	TUR	USA
The cost of your food shopping	71%	81%	79%	72%	57%	75%	73%	77%	77%	68%	82%	76%	65%	62%	75%	68%	45%	47%	69%	71%	81%	64%	75%	77%	82%	66%	76%	64%	74%	70%
The cost of your utilities , e.g. gas, electric, etc.	68%	88%	79%	58%	57%	69%	72%	78%	78%	61%	77%	72%	64%	61%	71%	59%	60%	66%	59%	67%	56%	57%	74%	76%	80%	61%	66%	65%	69%	67%
The cost of your other household shopping	67%	80%	74%	67%	51%	69%	69%	73%	67%	63%	78%	77%	66%	61%	73%	64%	42%	42%	67%	68%	73%	56%	68%	75%	79%	66%	73%	59%	71%	67%
Your motoring fuel costs , e.g. diesel, gasoline/petrol, etc.	60%	83%	69%	58%	46%	62%	73%	81%	63%	48%	59%	65%	64%	61%	64%	57%	32%	39%	55%	65%	52%	58%	59%	51%	78%	57%	60%	65%	69%	60%
The overall cost of going out socialising e.g. cinema, cafes, restaurants, pubs, clubs, etc.	54%	67%	64%	59%	46%	58%	51%	60%	58%	52%	67%	66%	61%	32%	56%	50%	21%	34%	47%	52%	57%	44%	56%	62%	60%	60%	58%	39%	63%	63%
The overall cost of your subscriptions , e.g. Netflix, gym membership, etc.	44%	74%	45%	51%	42%	41%	48%	53%	43%	33%	51%	50%	58%	31%	47%	42%	10%	24%	31%	49%	53%	34%	47%	42%	51%	41%	44%	32%	59%	48%
Your mortgage/rent	42%	59%	54%	25%	30%	38%	58%	53%	32%	35%	38%	49%	60%	28%	55%	25%	10%	32%	37%	41%	39%	34%	46%	40%	59%	39%	69%	34%	66%	32%

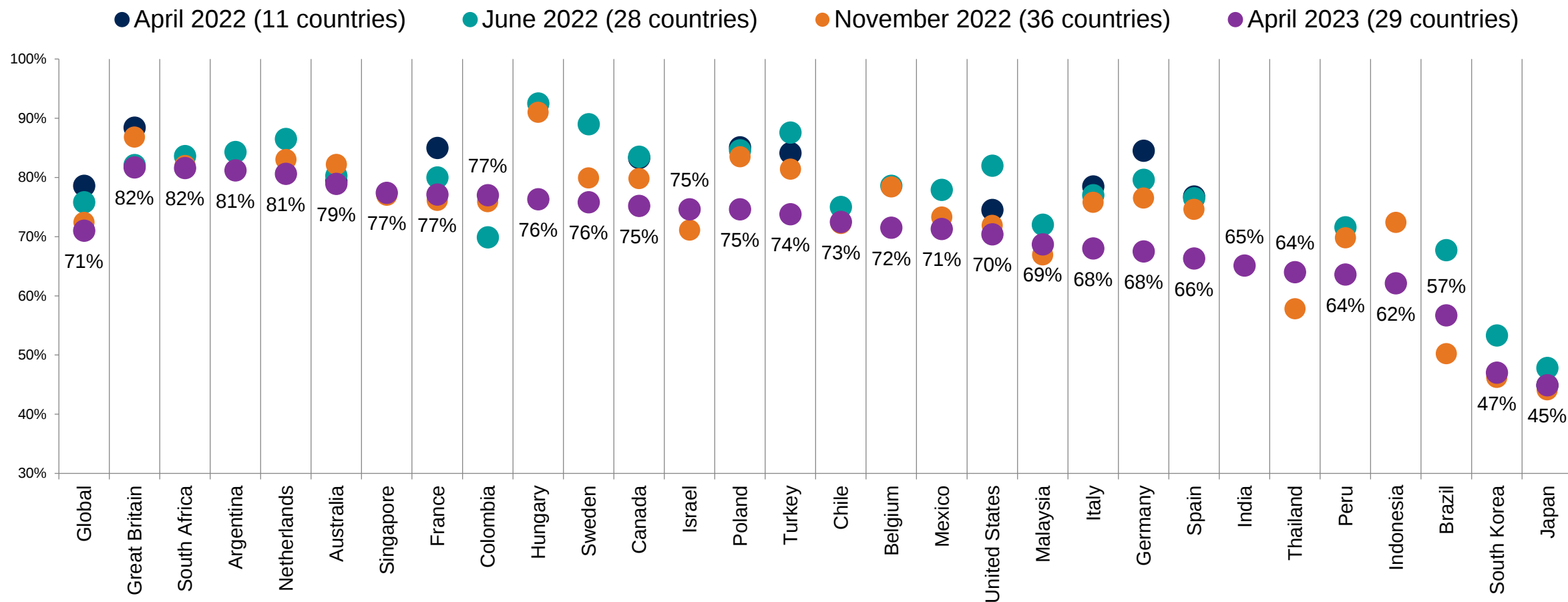
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease, or the stay the same as it is now?

The cost of your food shopping

% Increase a lot/a little



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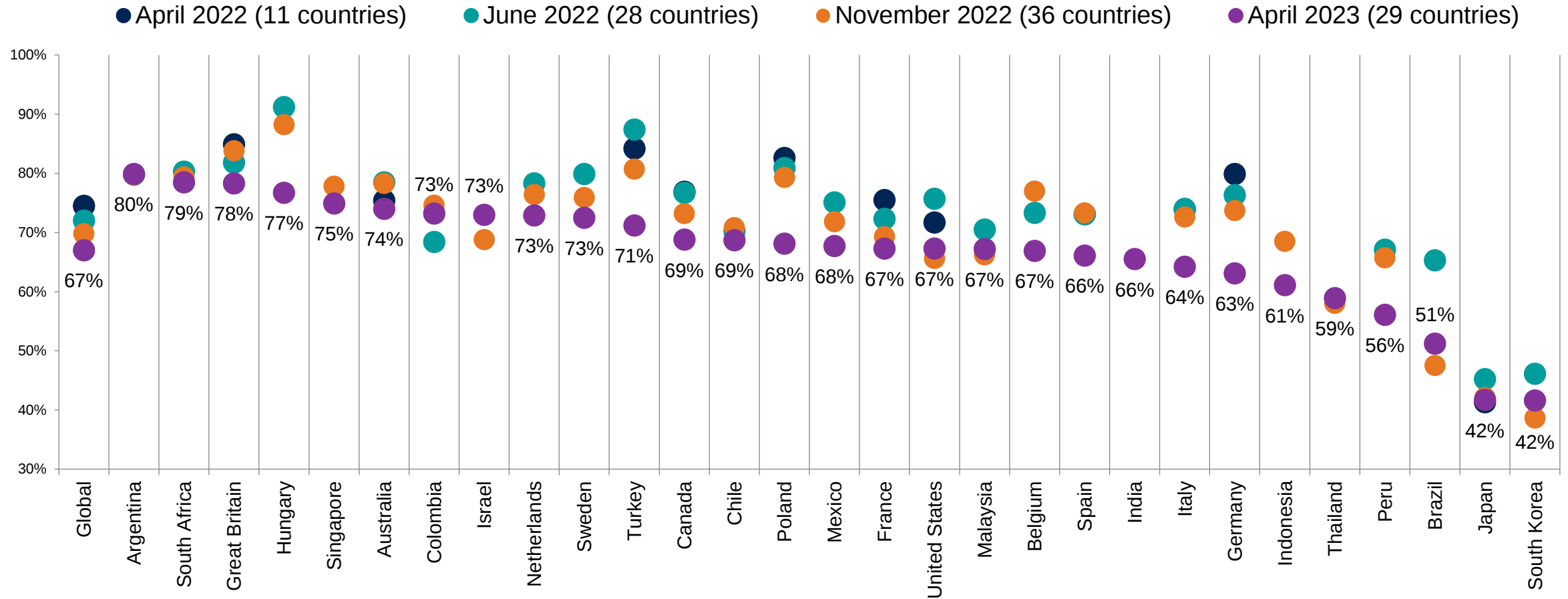
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The cost of your other household shopping

% Increase a lot/a little



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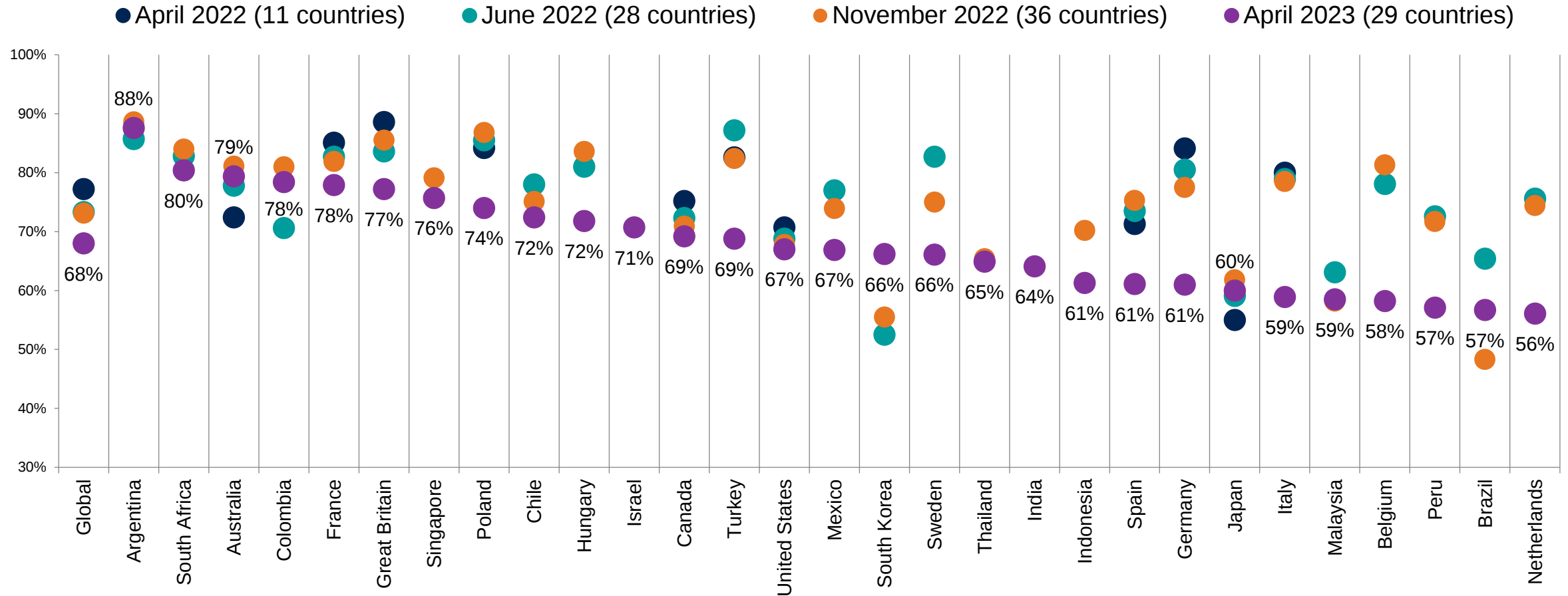
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The cost of your utilities (gas and electricity)

% Increase a lot/a little



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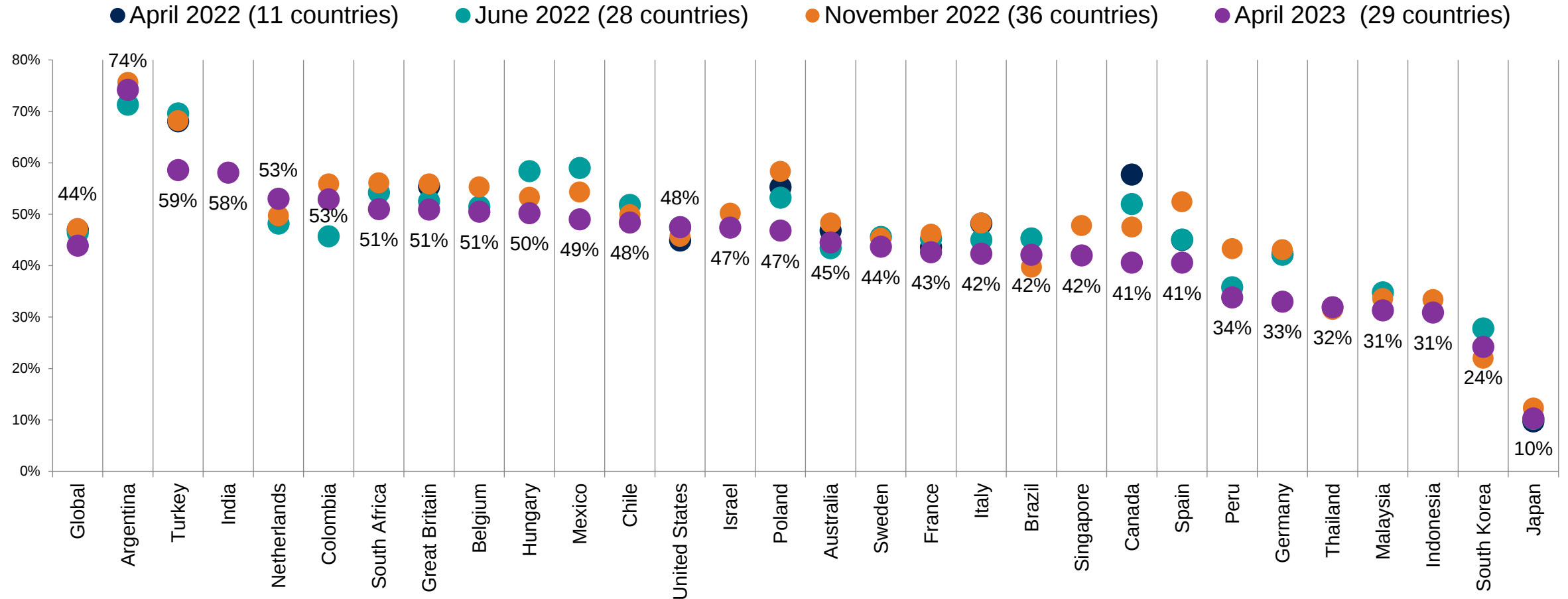
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The overall cost of your subscriptions (Netflix, gym memberships, etc.)

% Increase a lot/a little



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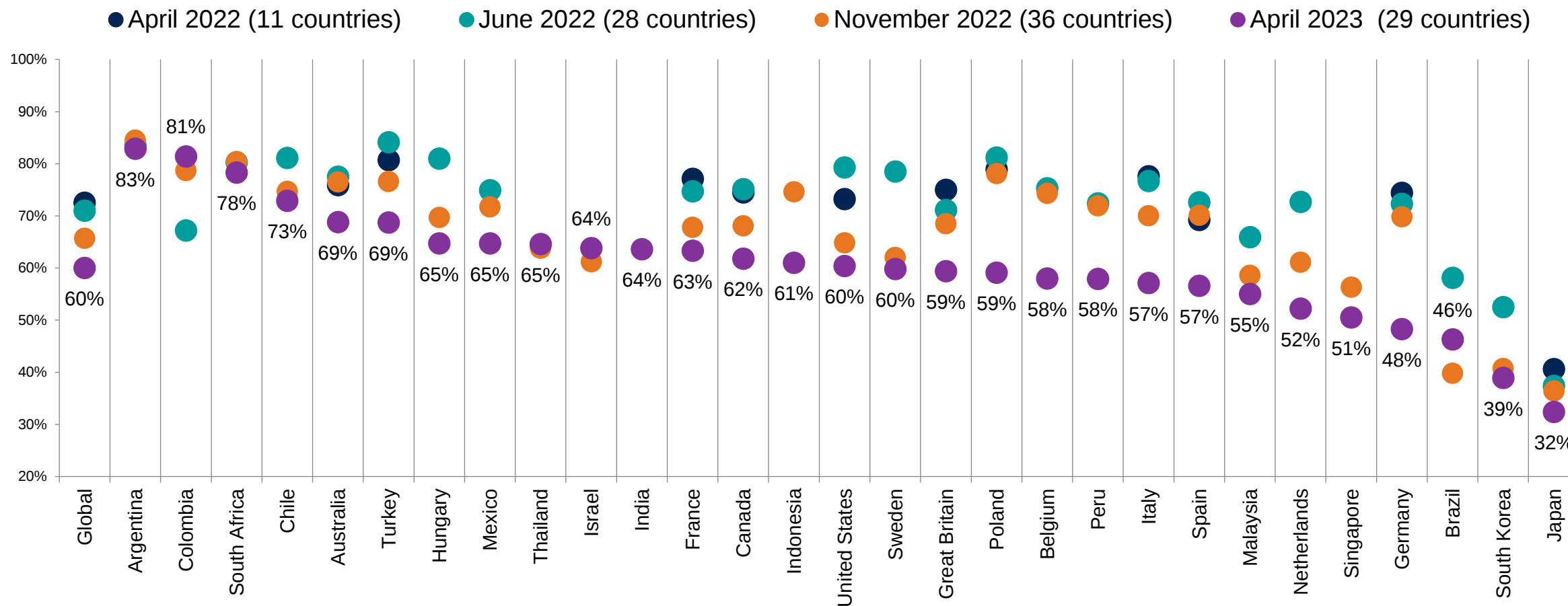
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Your motoring fuel costs (petrol, diesel, etc.)

% Increase a lot/a little



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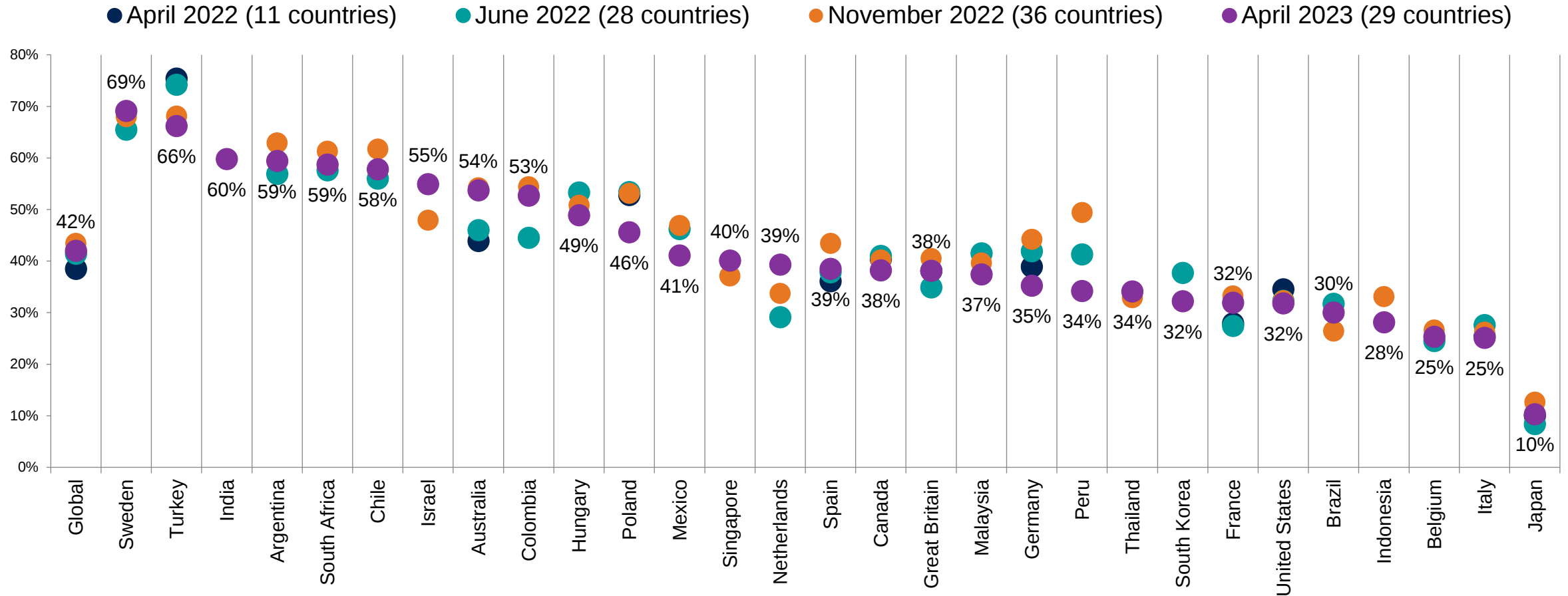
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Your mortgage/rent

% Increase a lot/a little



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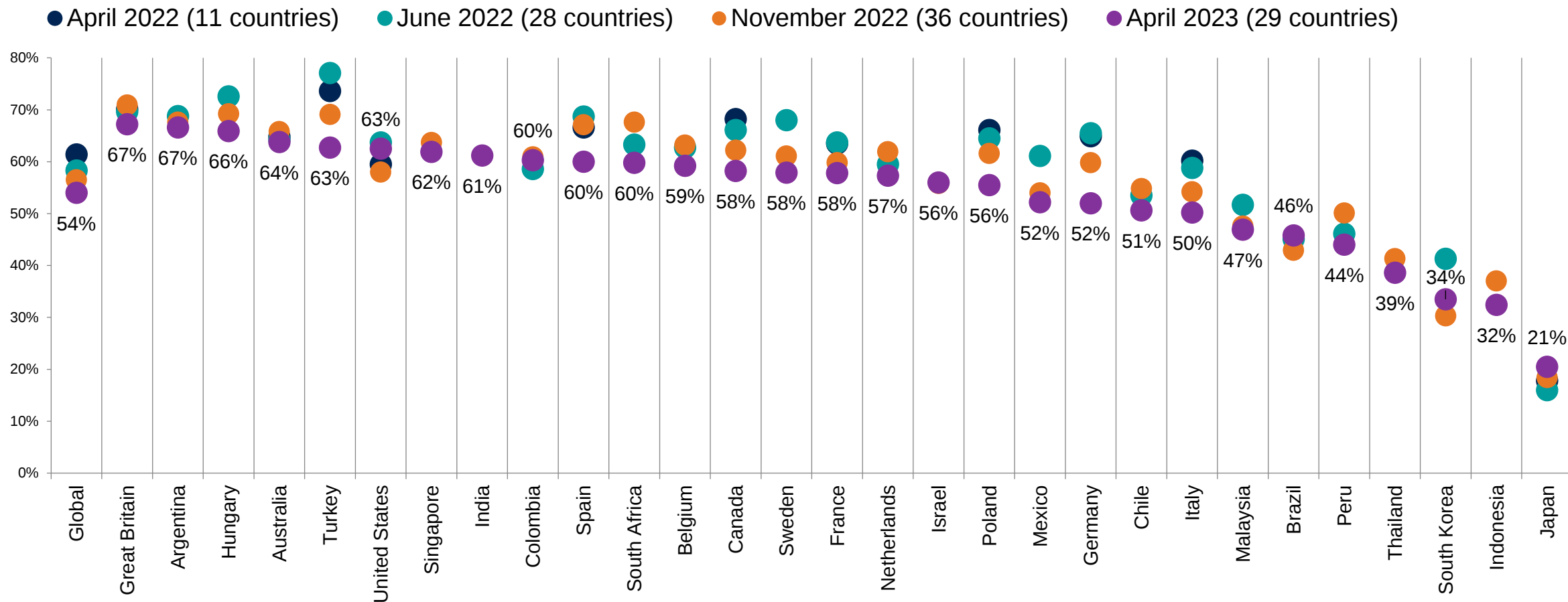
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease, or the stay the same as it is now?

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

% Increase a lot/a little



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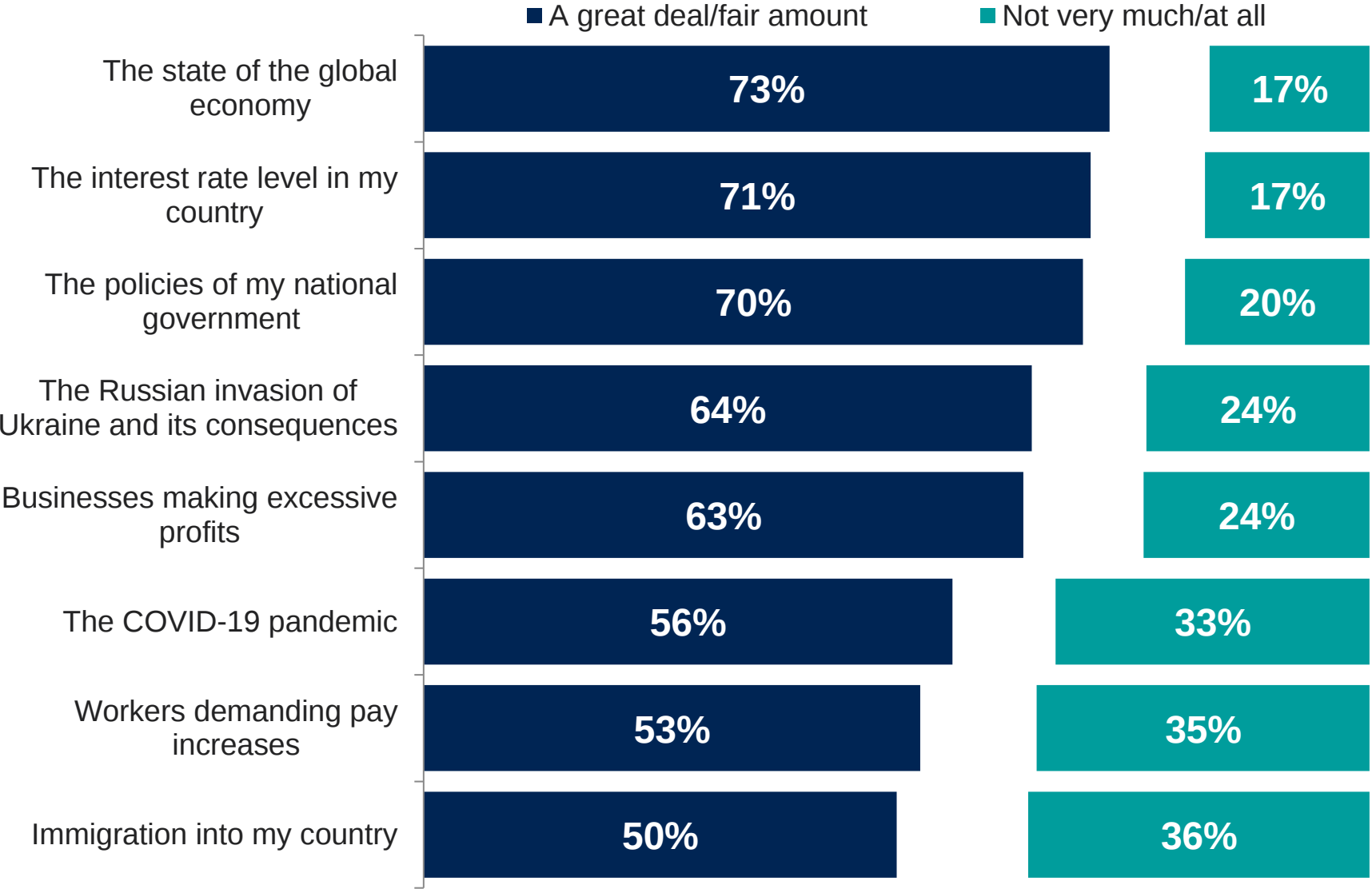
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WHY ARE PRICES RISING?

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 %



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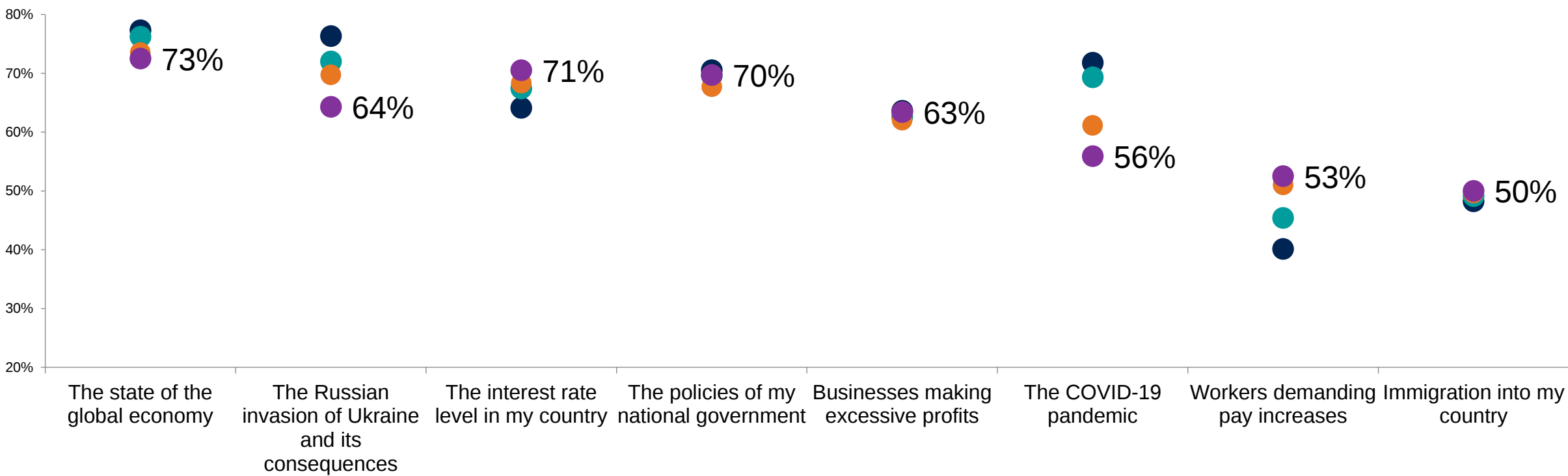


How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

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● April 2022 (11 Countries) ● June 2022 (28 countries) ● November 2022 (36 countries) ● April 2023 (29 countries)

A great deal/A fair amount



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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 ... today?

A great deal/ fair amount

	Global	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GBR	HUN	INA	IND	ISR	ITA	JAP	KOR	MAS	MEX	NED	PER	POL	SIN	RSA	ESP	SWE	THA	TUR	USA
The state of the global economy	73%	63%	77%	71%	74%	73%	73%	74%	76%	62%	77%	58%	52%	77%	68%	77%	70%	85%	70%	75%	70%	71%	69%	86%	76%	79%	78%	81%	69%	70%
The interest rate level in my country	71%	64%	83%	55%	78%	76%	73%	73%	70%	51%	73%	60%	55%	72%	77%	76%	45%	86%	66%	72%	51%	68%	78%	79%	83%	74%	80%	78%	76%	74%
The policies of my national government	70%	66%	66%	69%	72%	67%	67%	71%	72%	60%	75%	64%	52%	77%	76%	70%	60%	83%	59%	76%	68%	67%	76%	73%	76%	67%	68%	79%	72%	73%
The Russian invasion of Ukraine and its consequences	64%	32%	61%	75%	66%	60%	55%	62%	71%	70%	76%	56%	50%	67%	44%	78%	72%	83%	57%	58%	79%	53%	73%	75%	66%	75%	78%	67%	52%	57%
Businesses making excessive profits	63%	55%	67%	65%	70%	67%	63%	62%	74%	58%	73%	51%	51%	79%	51%	63%	42%	62%	56%	63%	66%	57%	62%	74%	68%	70%	65%	74%	69%	61%
The COVID-19 pandemic	56%	44%	57%	51%	65%	61%	65%	62%	51%	43%	60%	31%	47%	78%	38%	47%	56%	72%	64%	67%	42%	58%	54%	73%	65%	49%	39%	75%	52%	58%
Workers demanding pay increases	53%	48%	48%	42%	52%	49%	55%	57%	43%	51%	56%	34%	53%	74%	41%	37%	39%	65%	67%	57%	53%	64%	48%	62%	73%	34%	41%	73%	53%	56%
Immigration into my country	50%	41%	38%	52%	49%	46%	63%	65%	46%	50%	41%	28%	50%	61%	31%	51%	23%	41%	57%	57%	51%	57%	53%	64%	68%	37%	45%	61%	79%	47%

Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

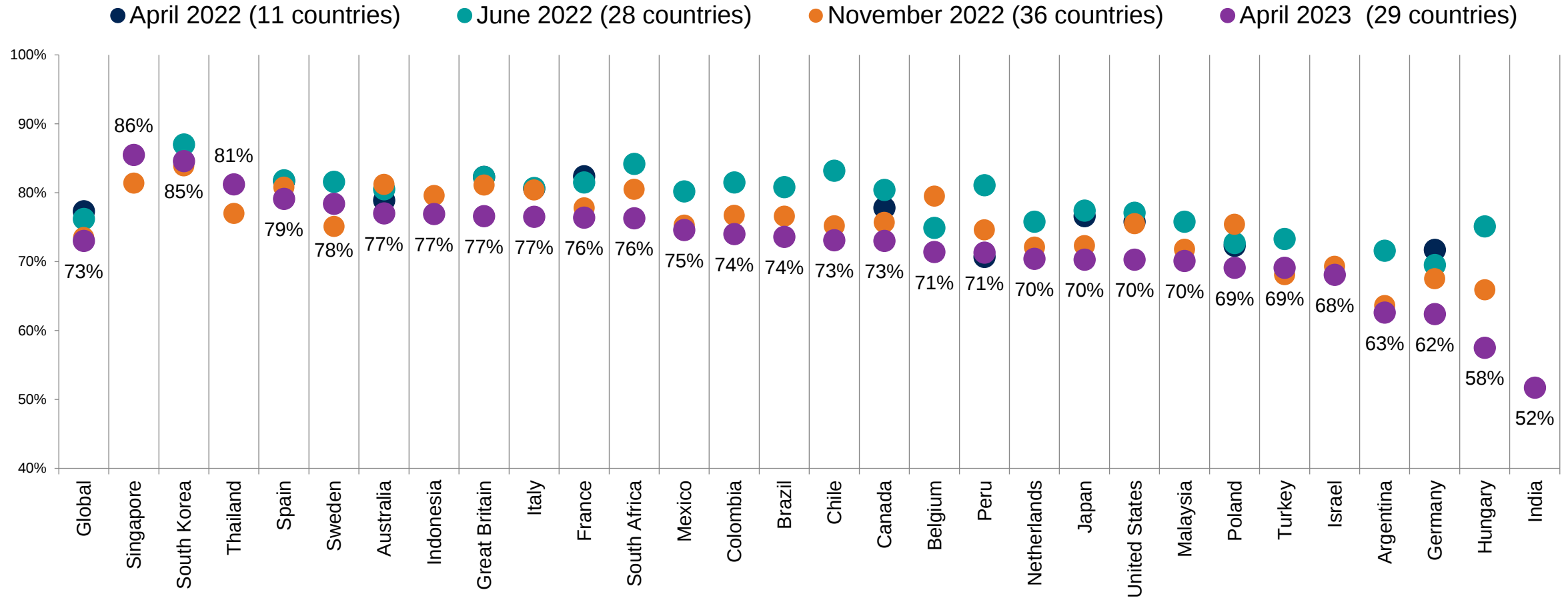
The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Turkey are more urban, more educated, and/or more affluent than the general population.



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

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

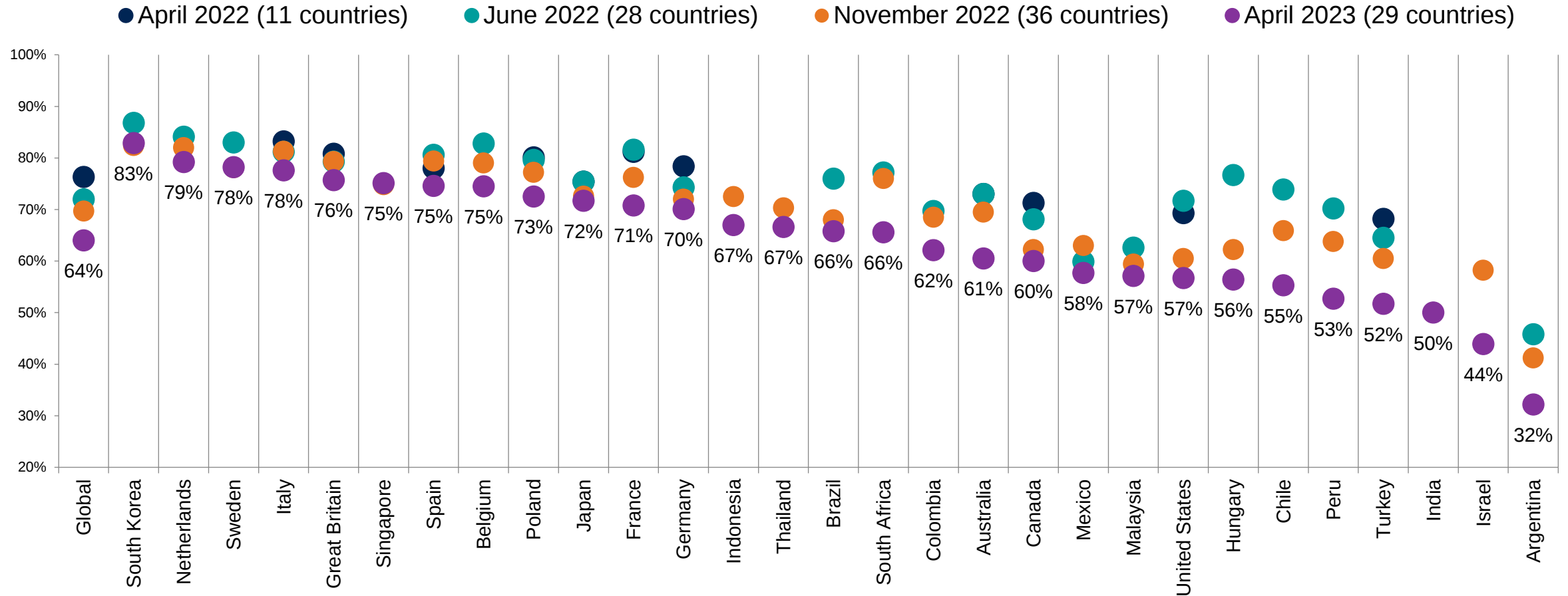
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

The Russian invasion of Ukraine and its consequences

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

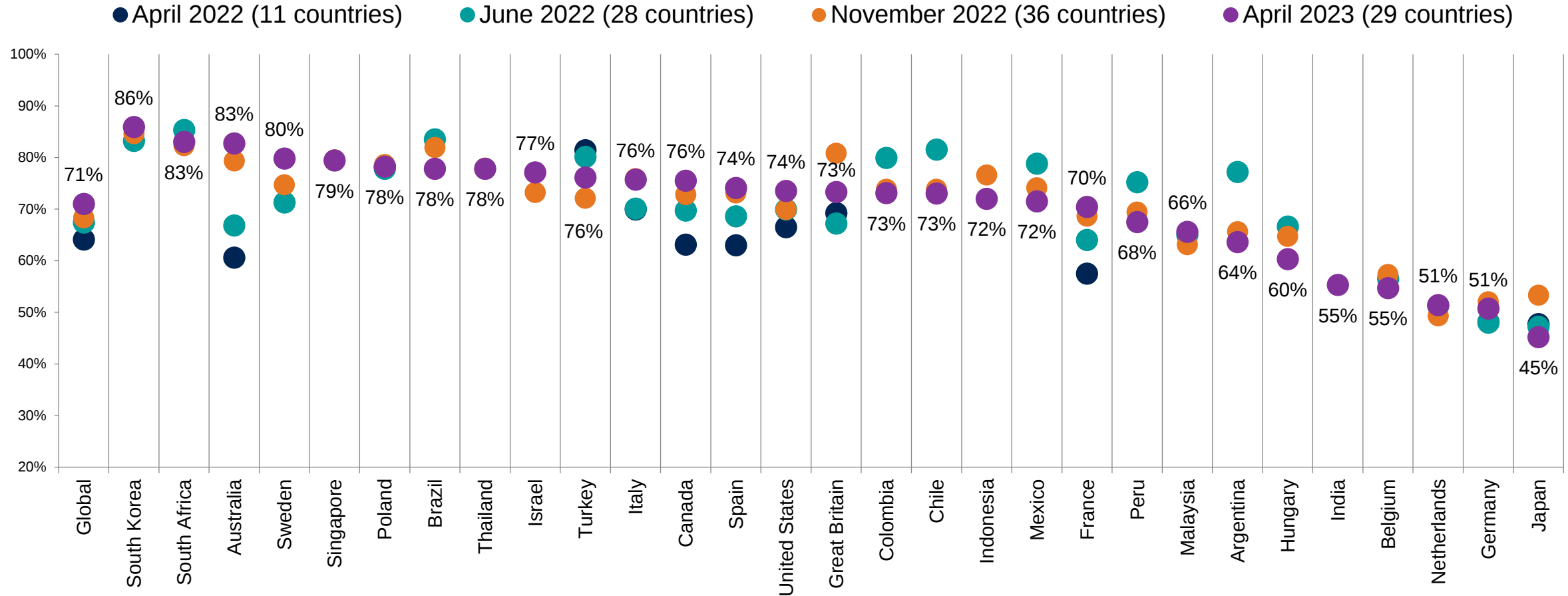
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

The interest rate level in my country

% A great deal/a fair amount



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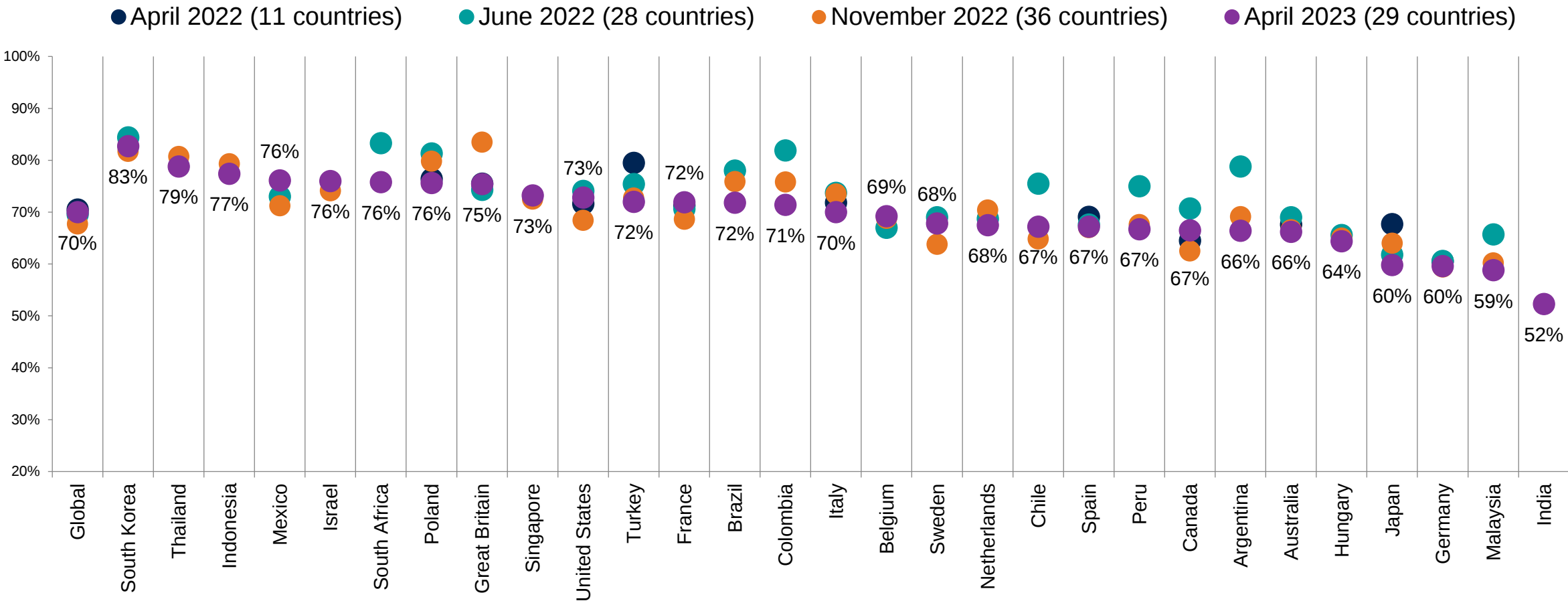
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

The policies of my national government

% A great deal/a fair amount



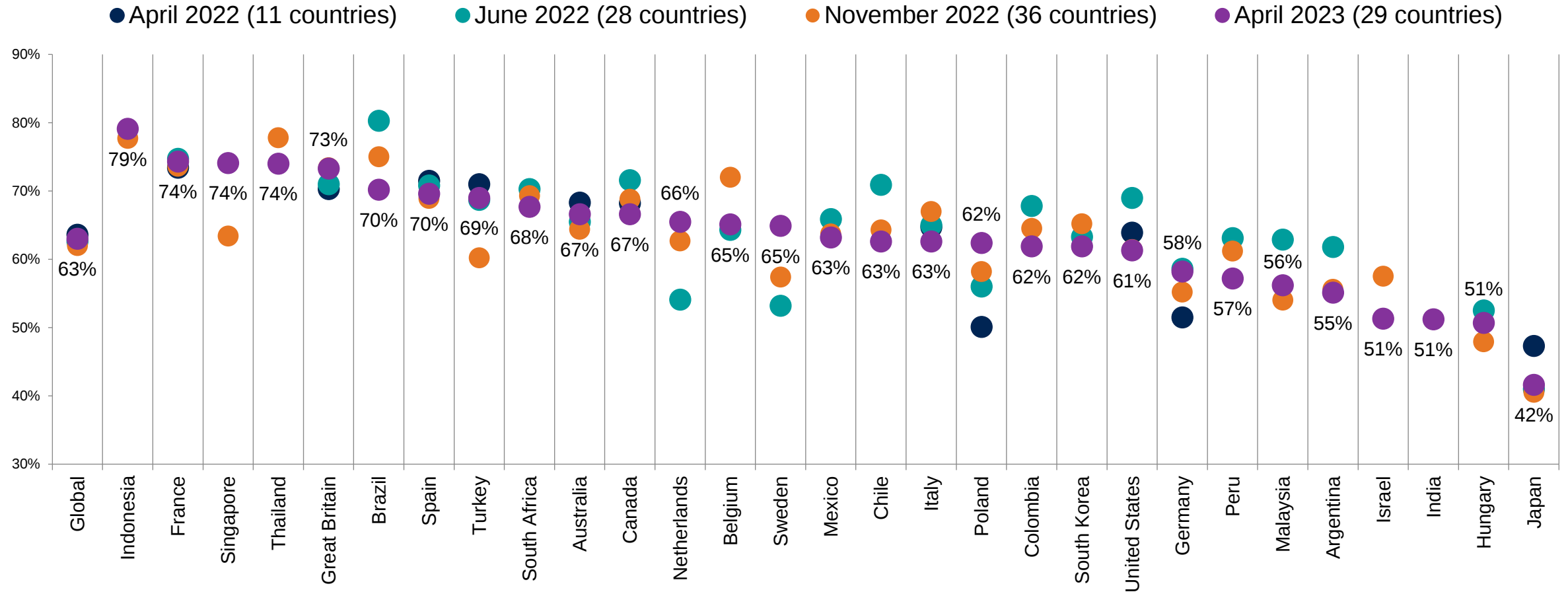
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

Businesses making excessive profits

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

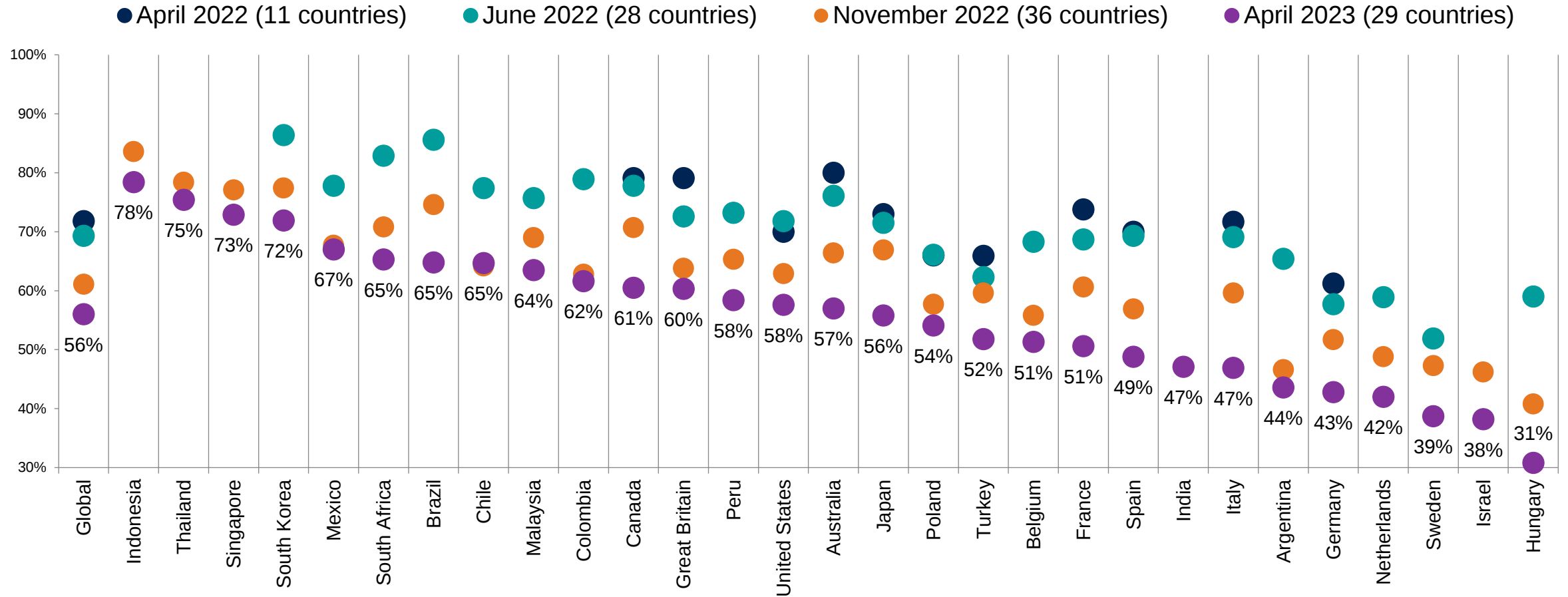
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

The COVID-19 pandemic

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

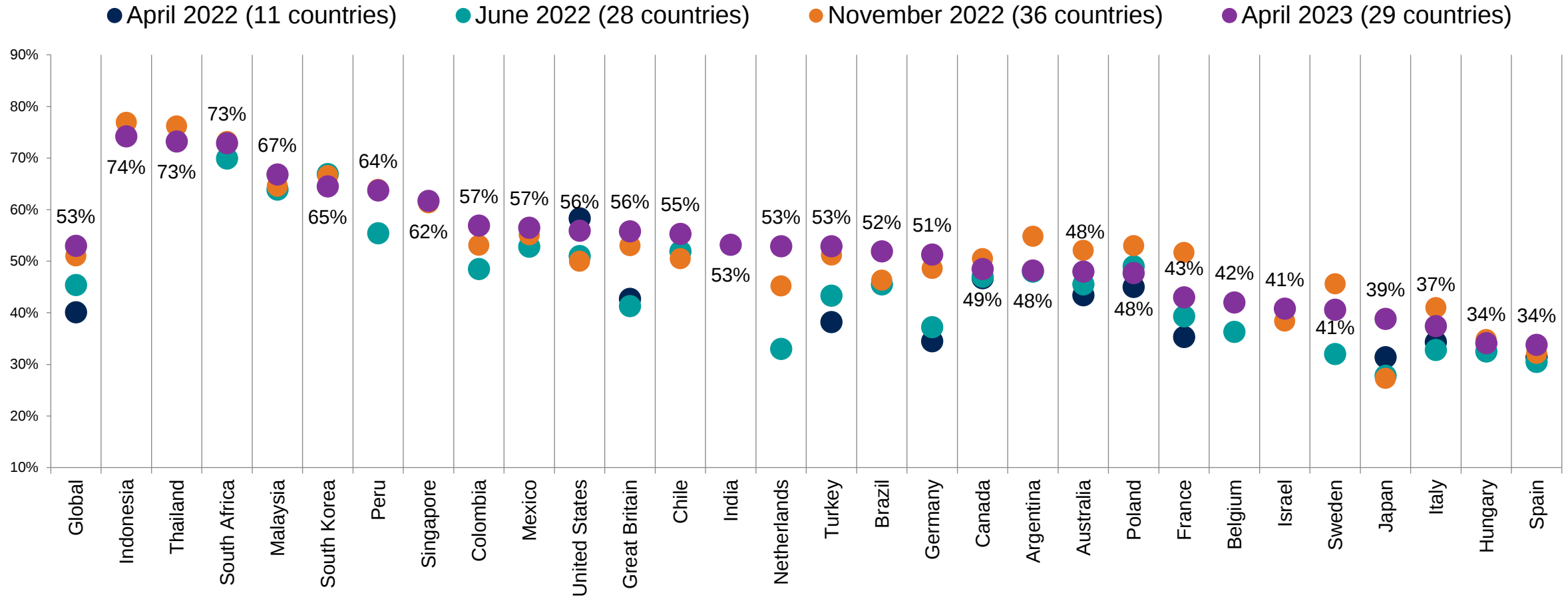
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

Workers demanding pay increases

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

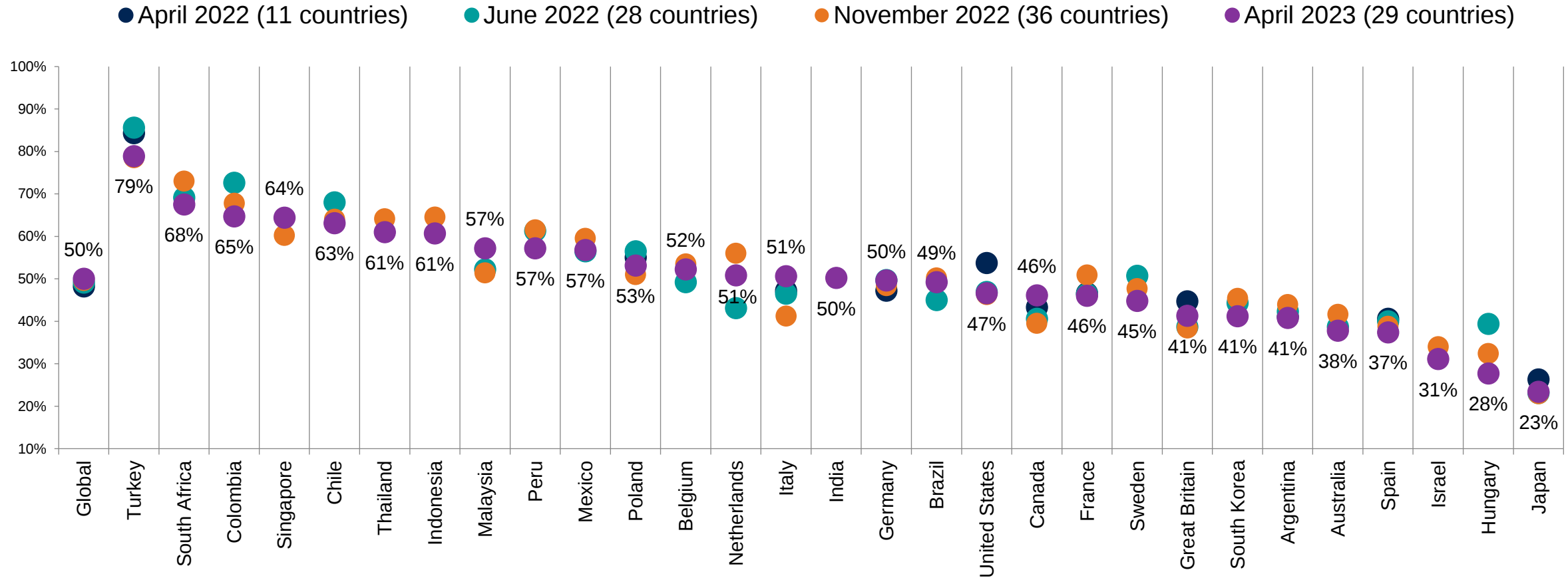
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

Immigration into my country

% A great deal/a fair amount



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

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Methodology

This 29-country Global Advisor survey was conducted between March 24th 2023 and April 7th 2023 via the Ipsos Online Panel system among 20,570 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Turkey and the United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.”

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Israel, Japan, Mexico, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, India, Indonesia, Malaysia, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries’ general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more “connected” segment of these populations.

Weighting has been employed to balance demographics and ensure that the sample’s composition reflects that of the adult population according to the most recent census data.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

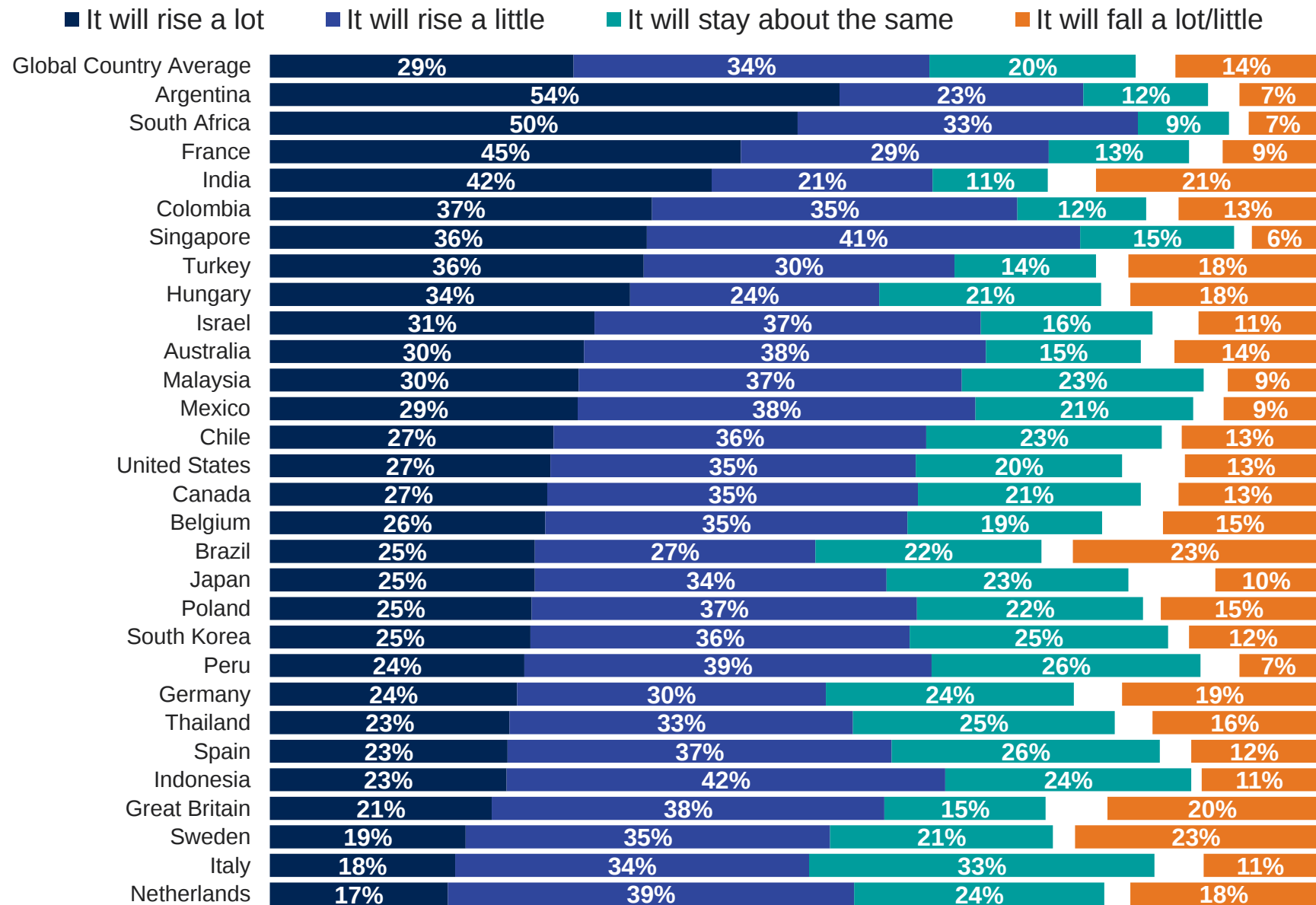
Where results do not sum to 100 or the ‘difference’ appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don’t knows or not stated responses

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

APPENDIX

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)



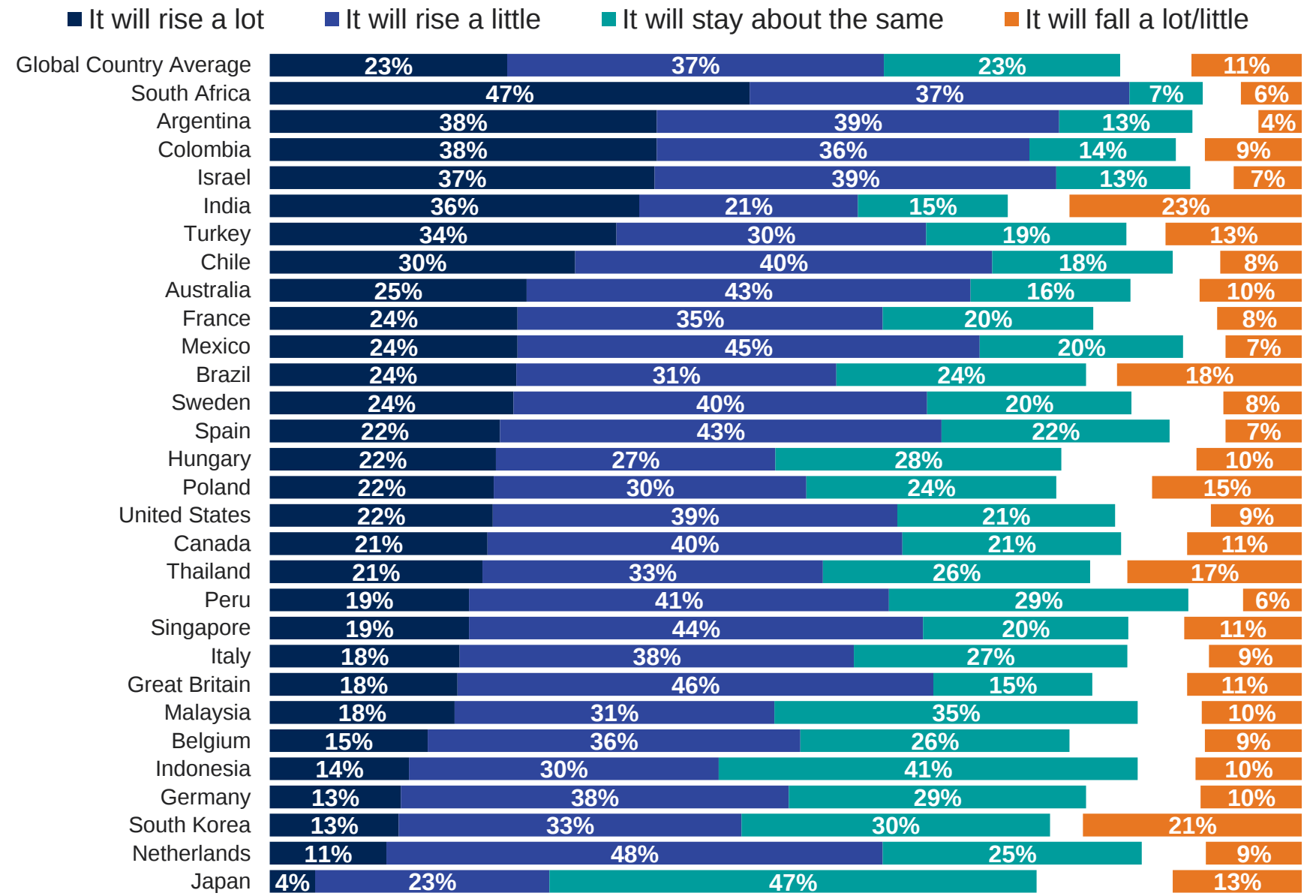
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

- Interest rates



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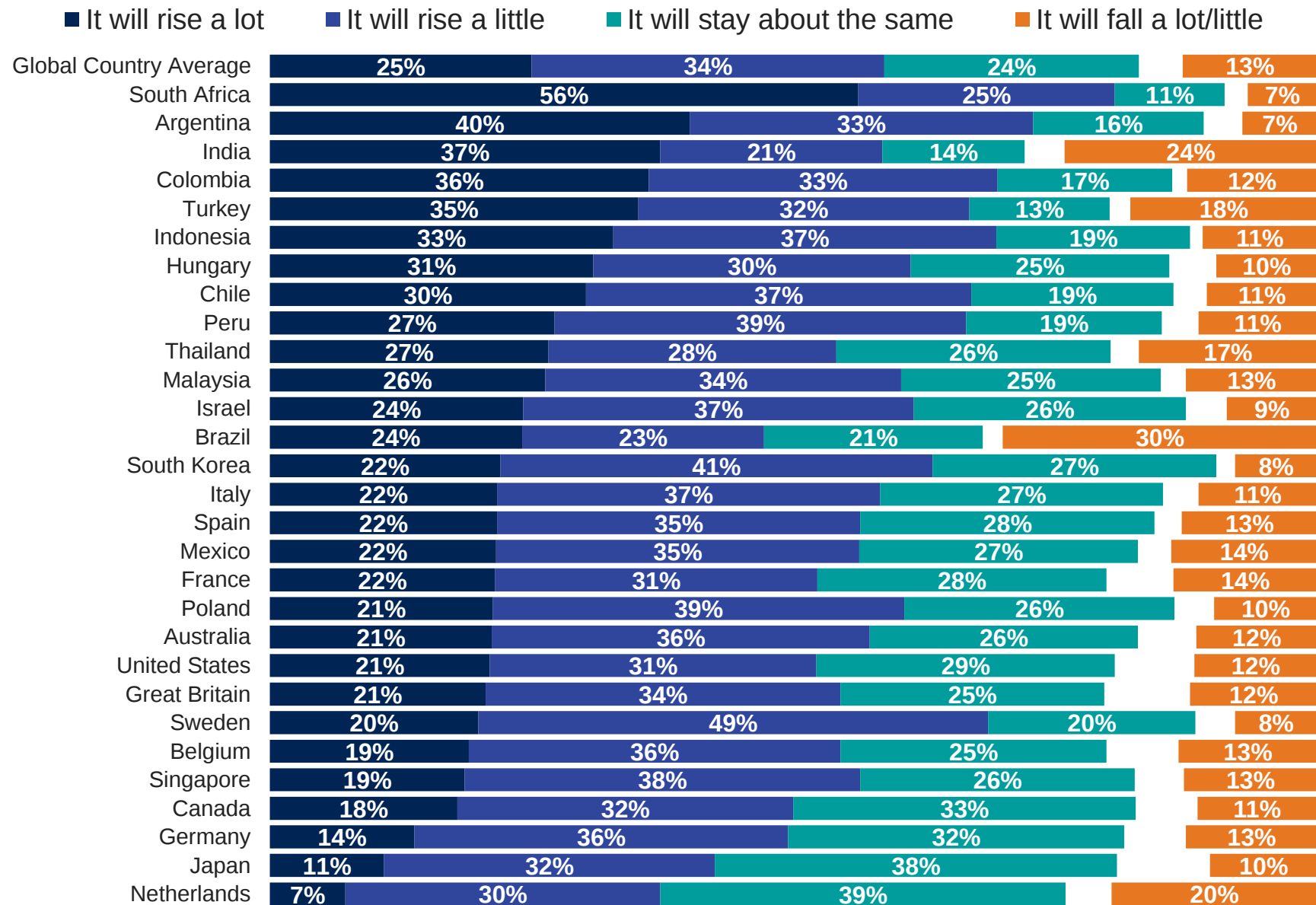
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

- The number of unemployed people in my country



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

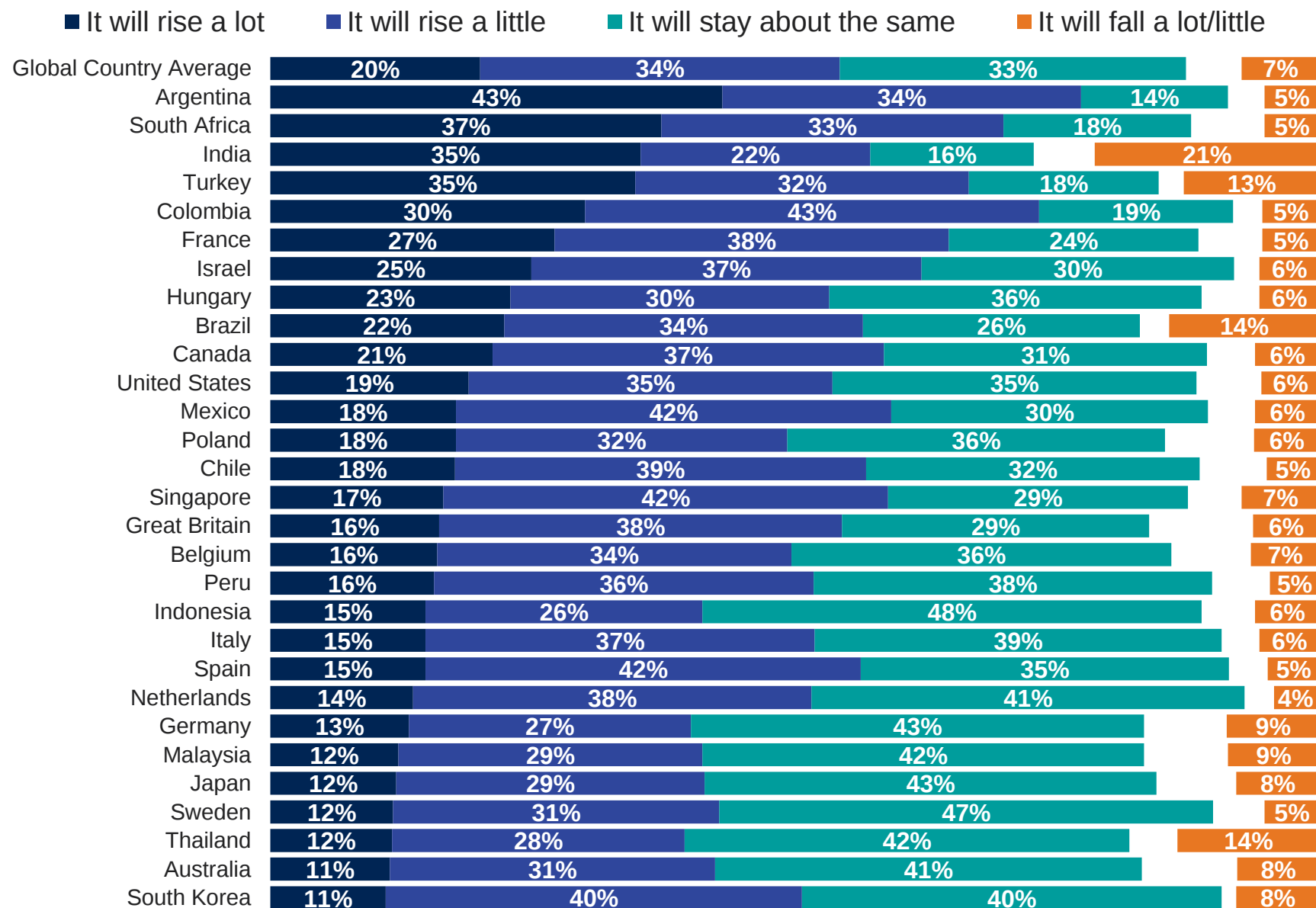
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

▪ The taxes you pay



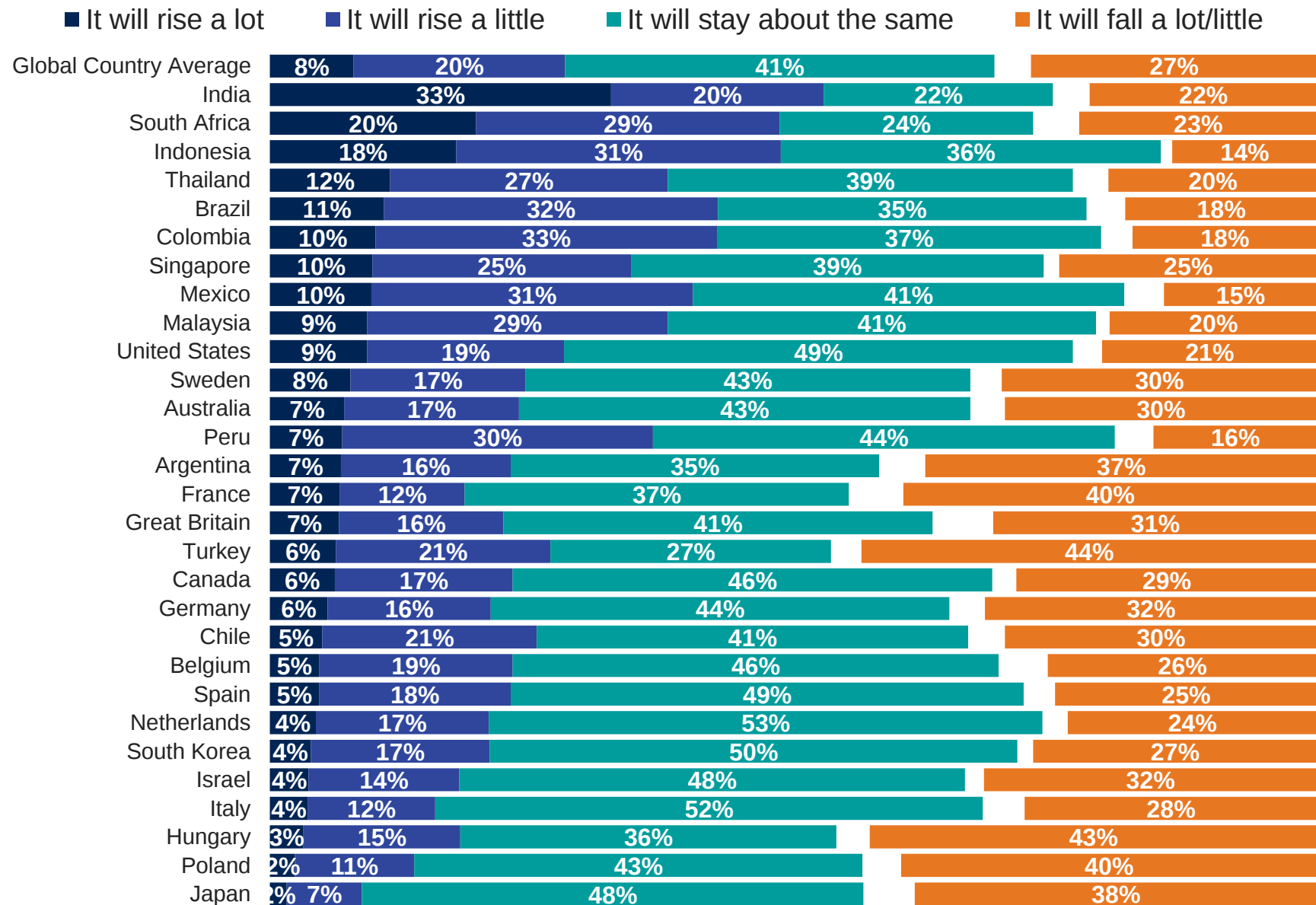
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

- Your own standard of living



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

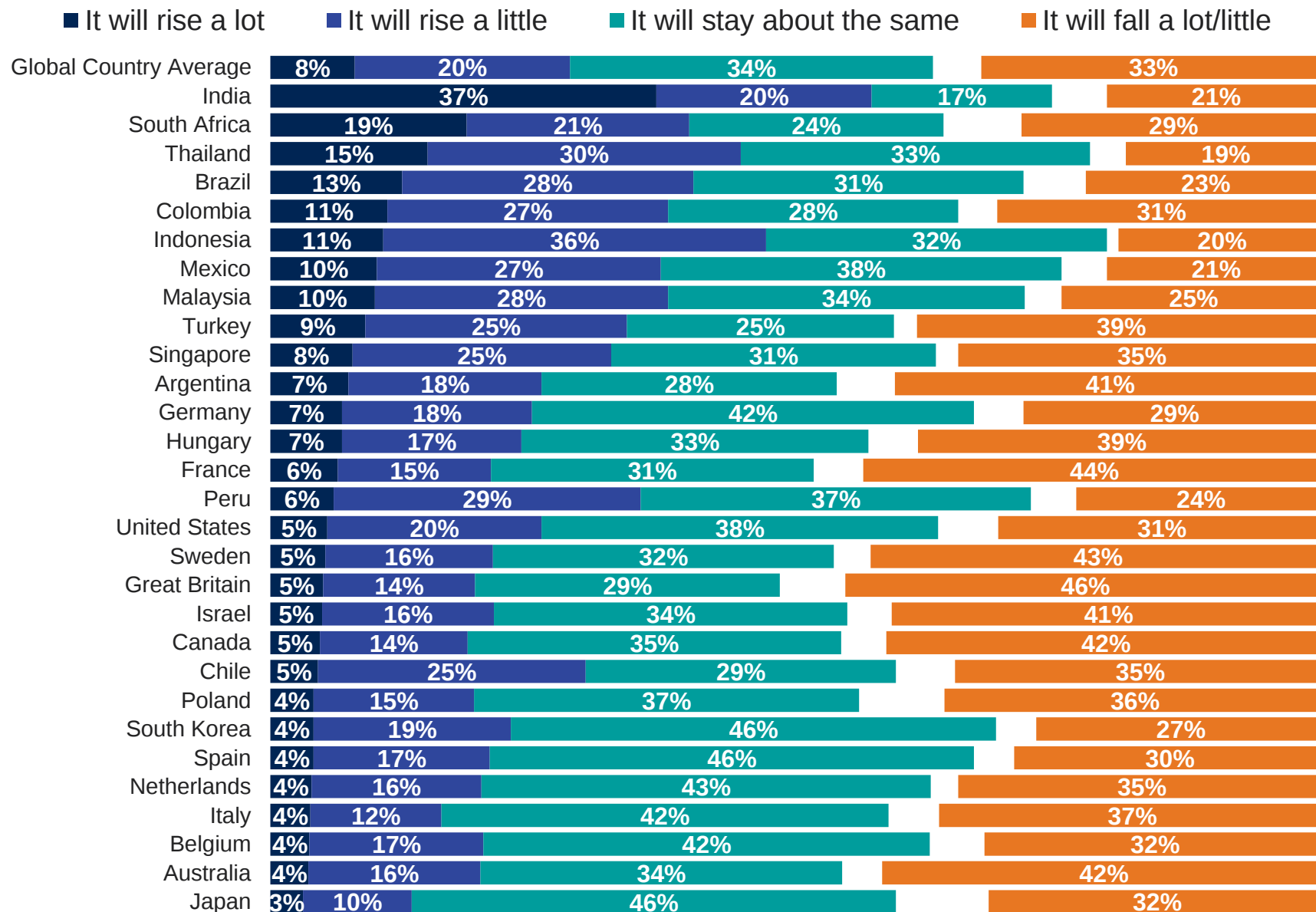
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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

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



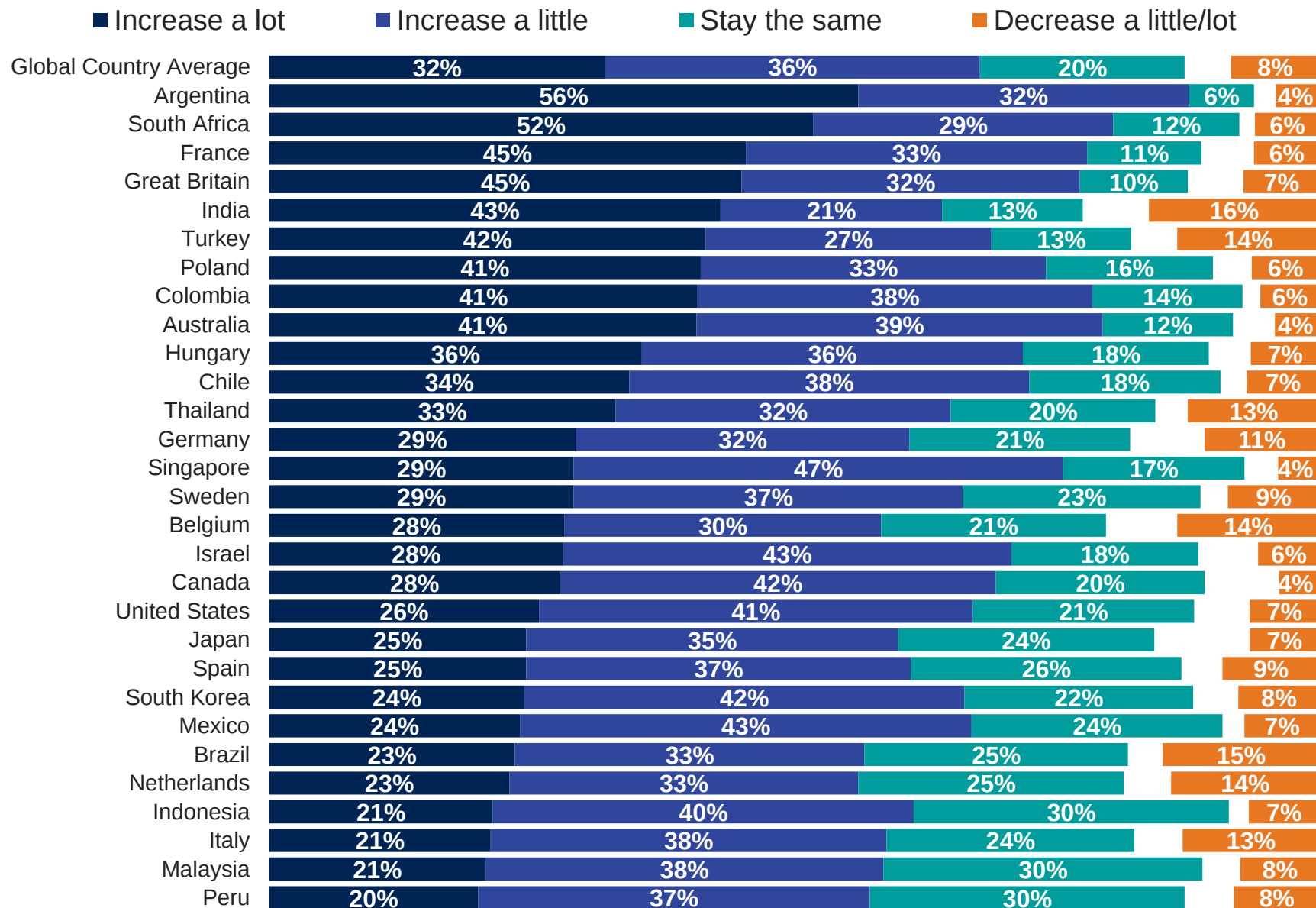
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- The cost of your utilities (gas and electricity)



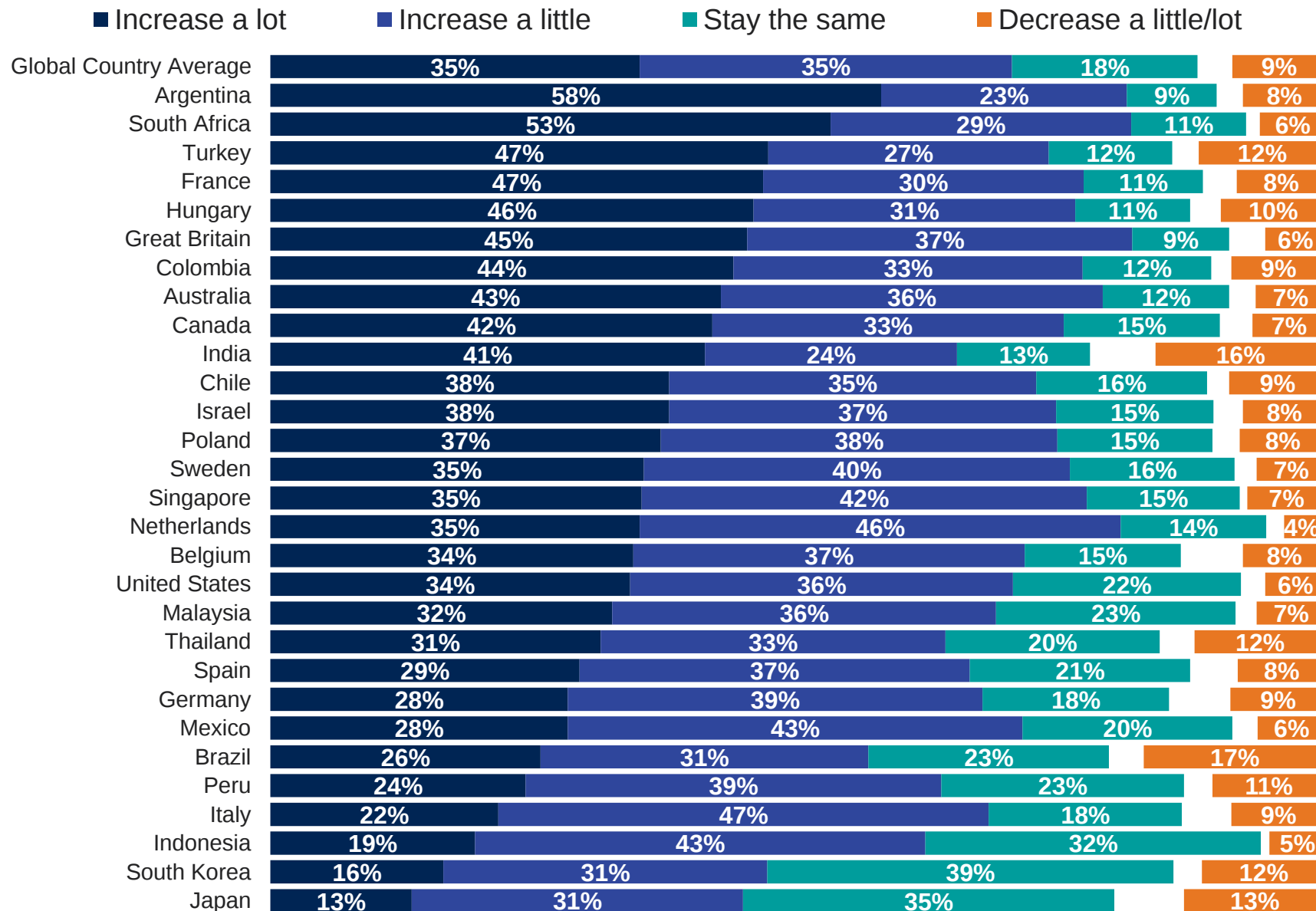
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- **The cost of your food shopping**



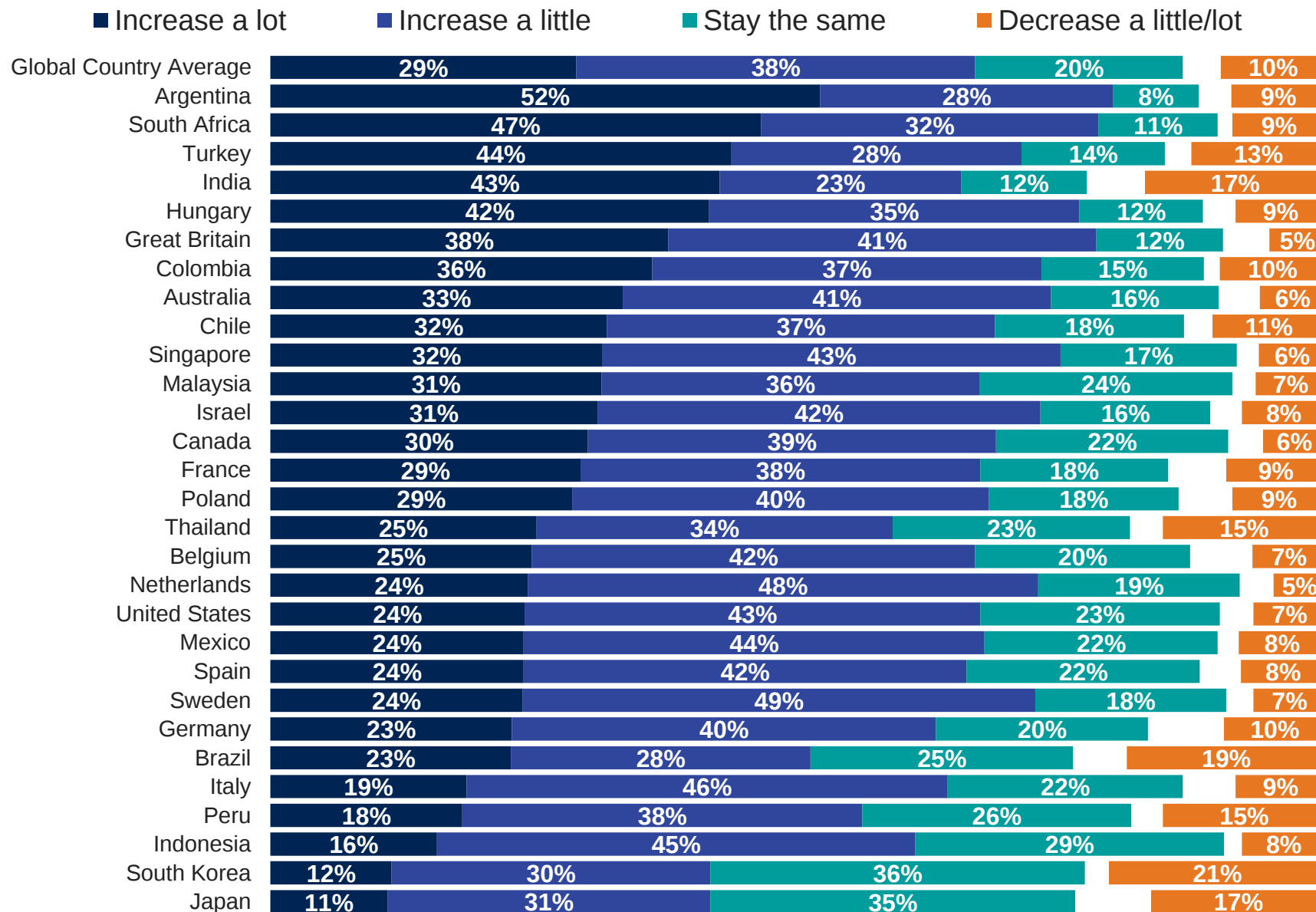
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- The cost of your other household shopping



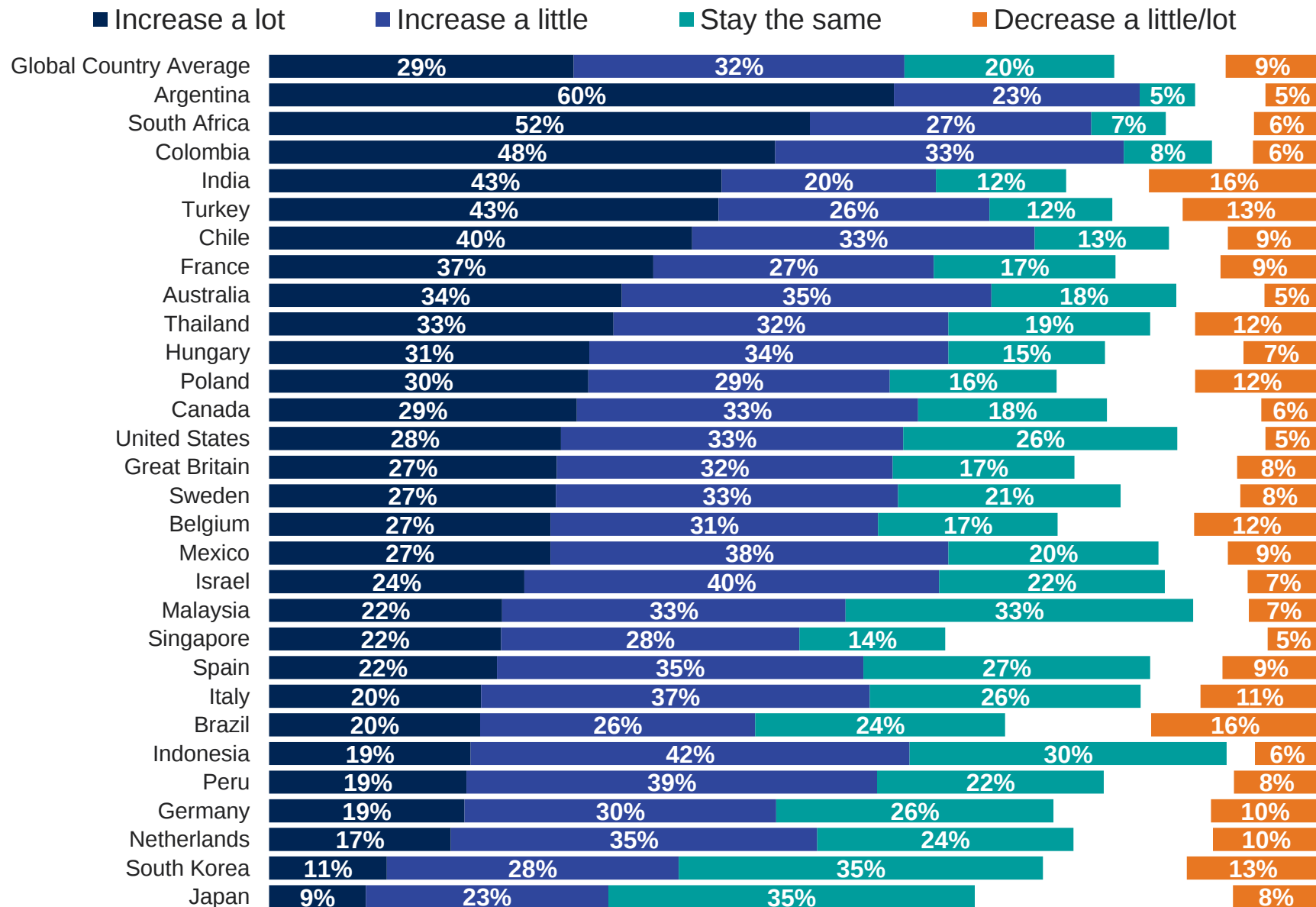
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- Your motoring fuel costs, e.g. petrol, diesel, etc.



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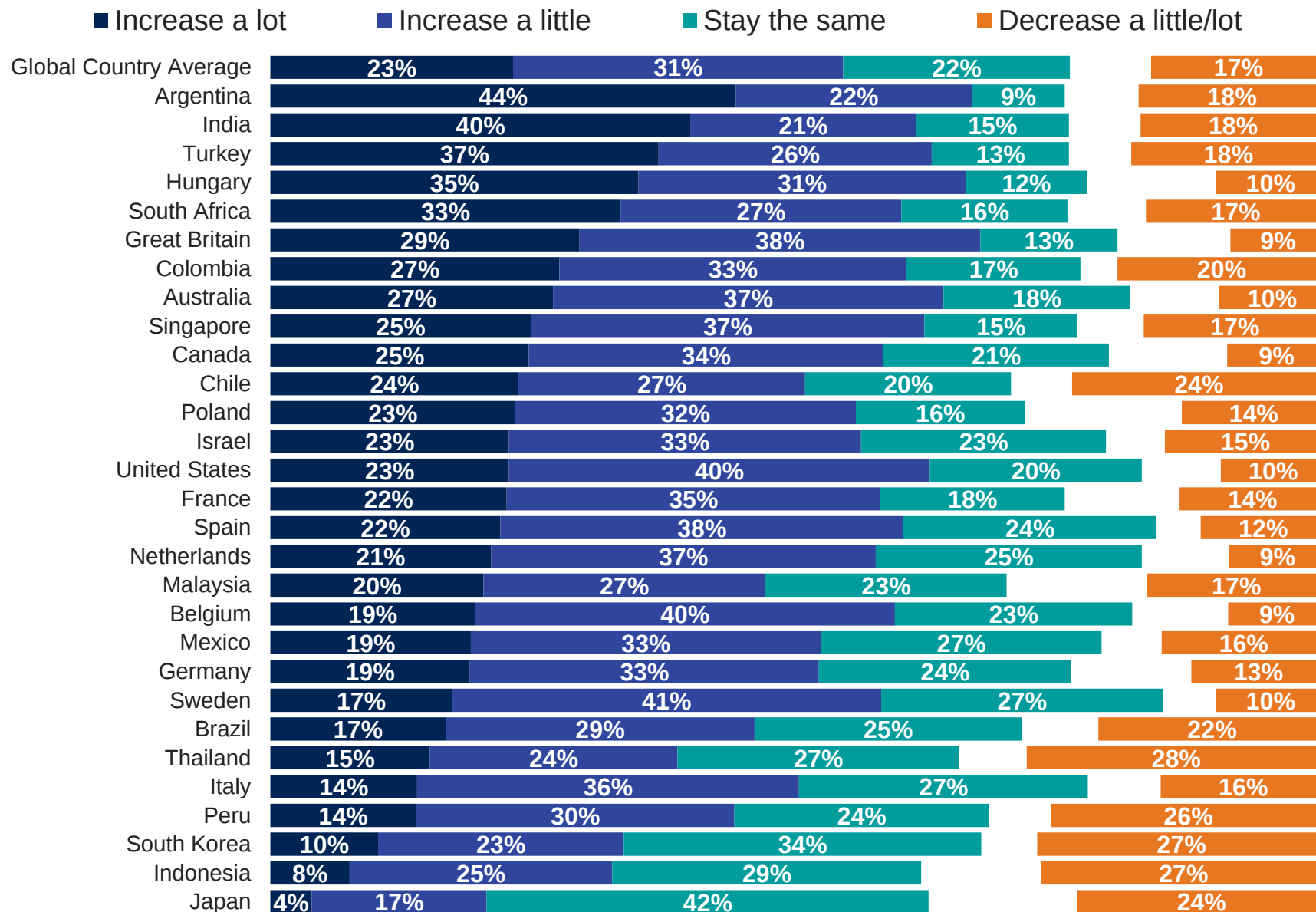
Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- The overall cost of going out socialising (cinema, cafes, restaurants, clubs, etc.)

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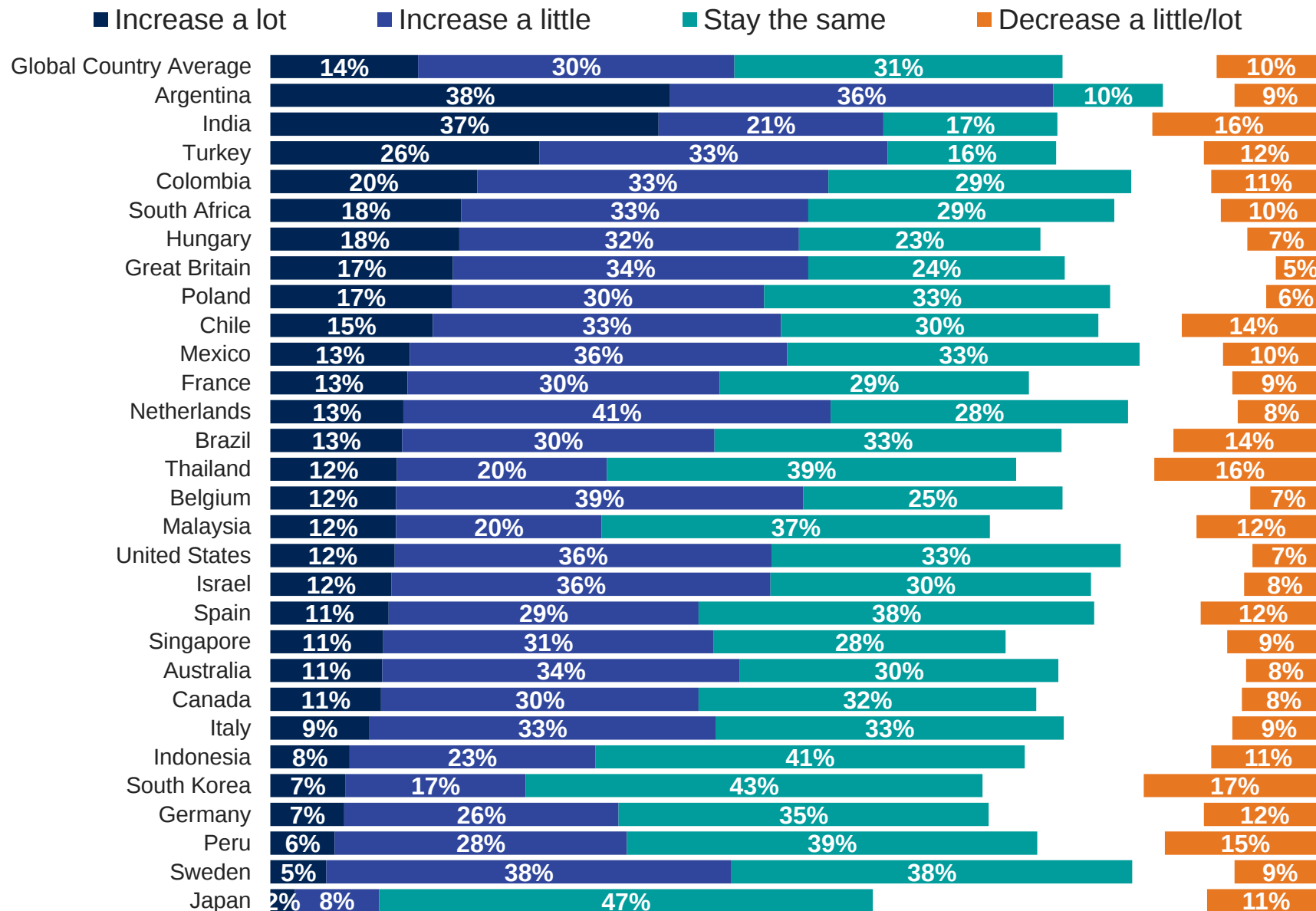
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- The overall cost of your subscriptions, e.g. Netflix, gym memberships, etc.



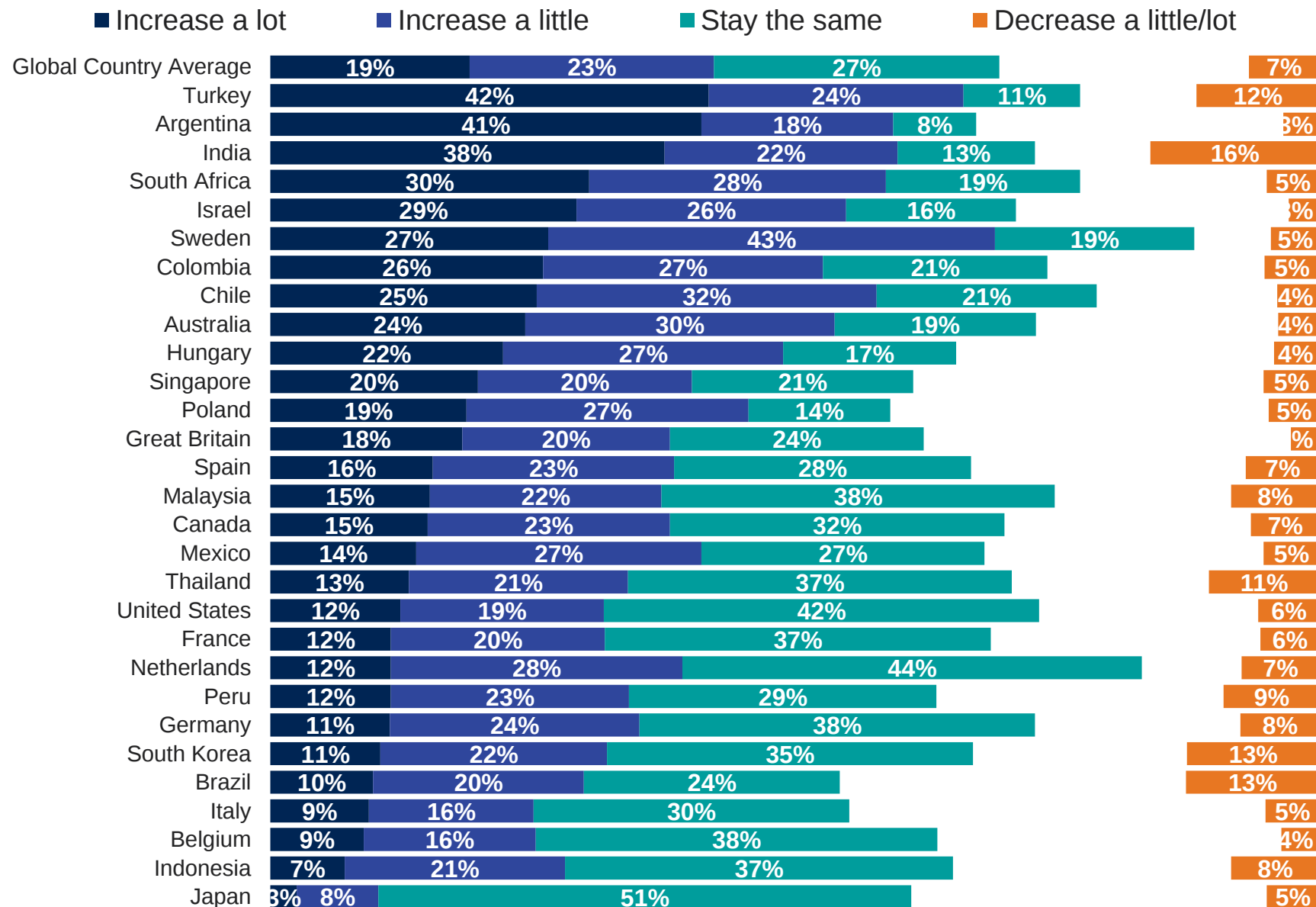
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Thinking now about your household spend in the next six months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

- Your mortgage/rent**



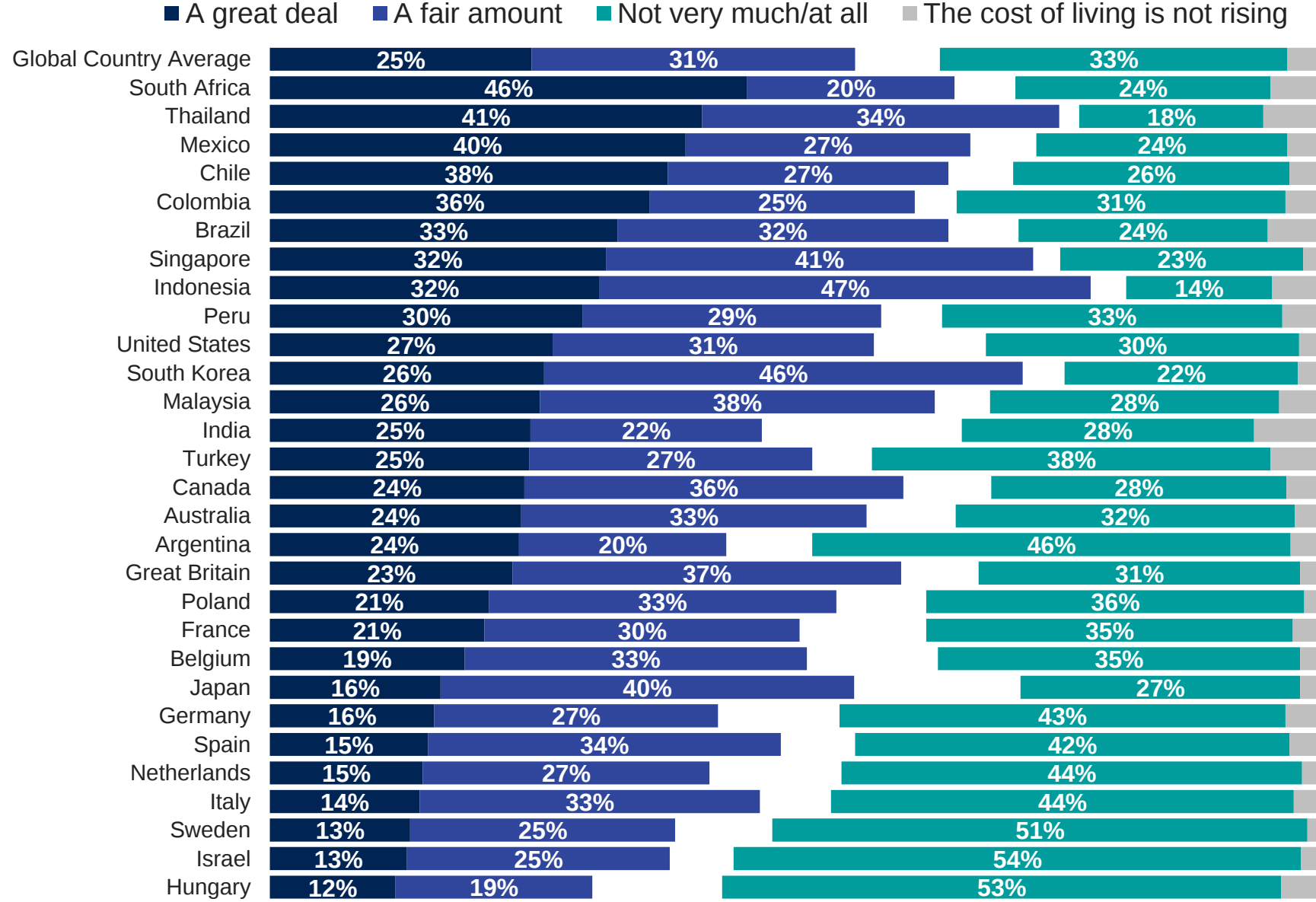
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

- The COVID-19 pandemic



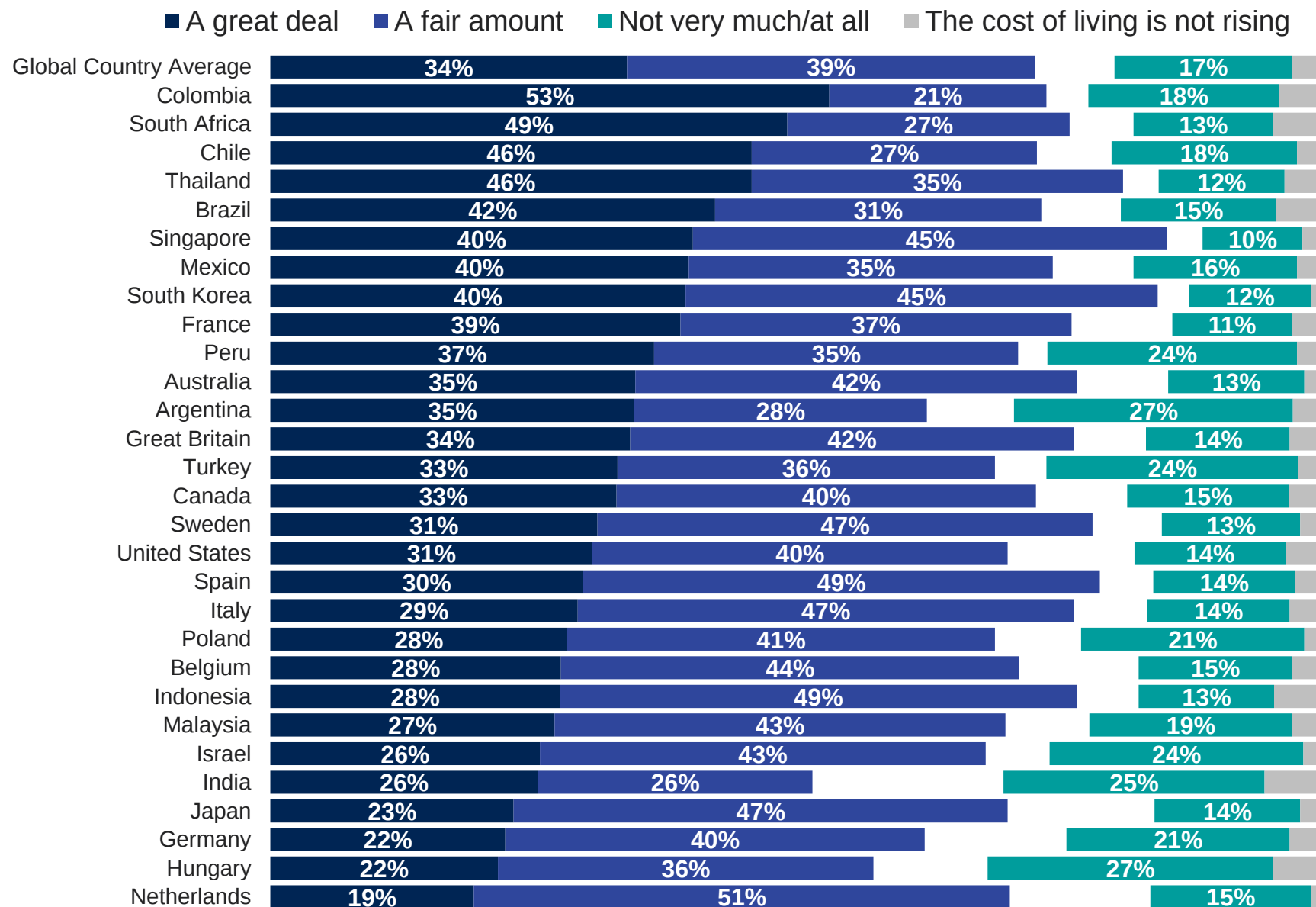
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

- The state of the global economy



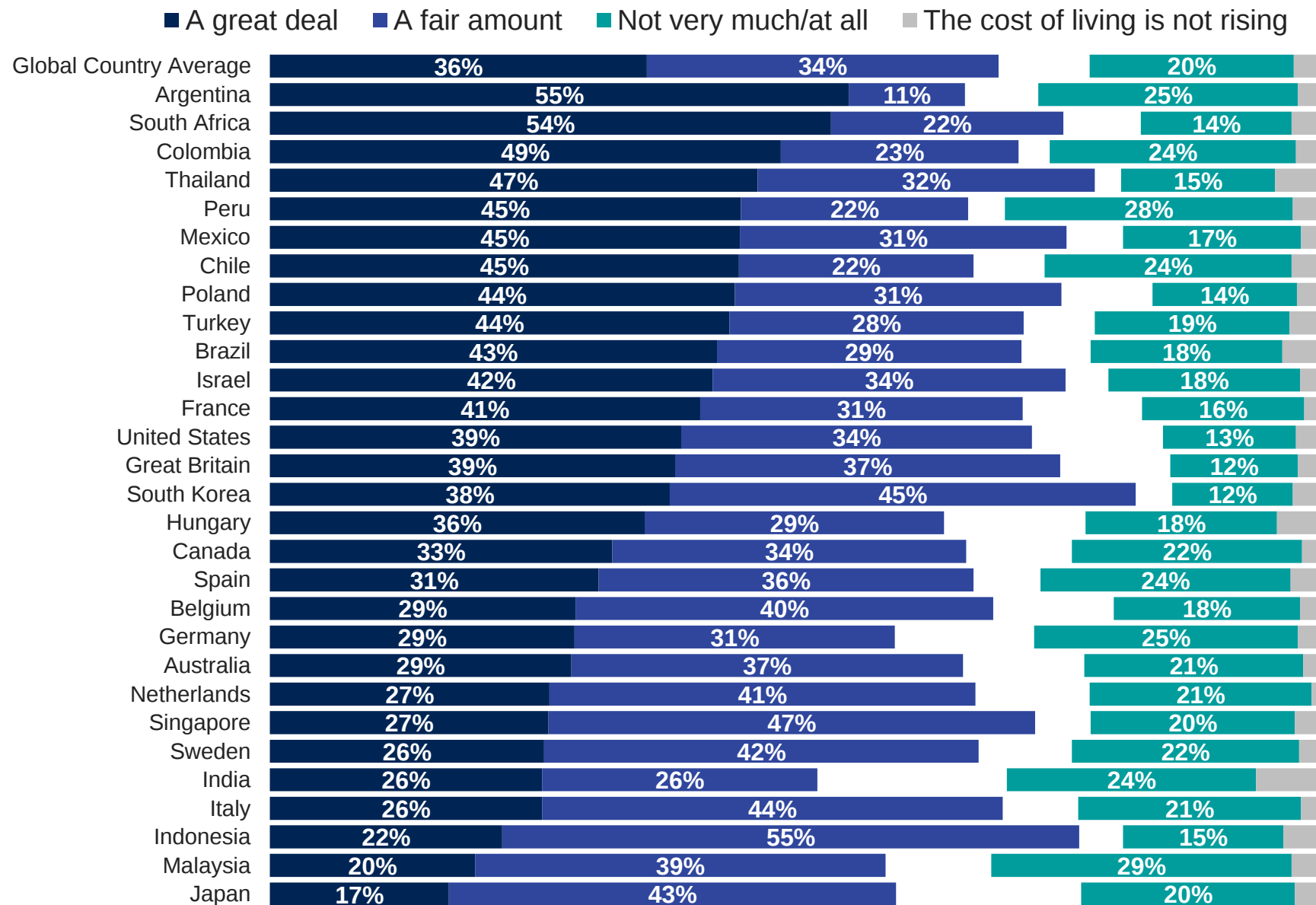
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- The policies of my national government



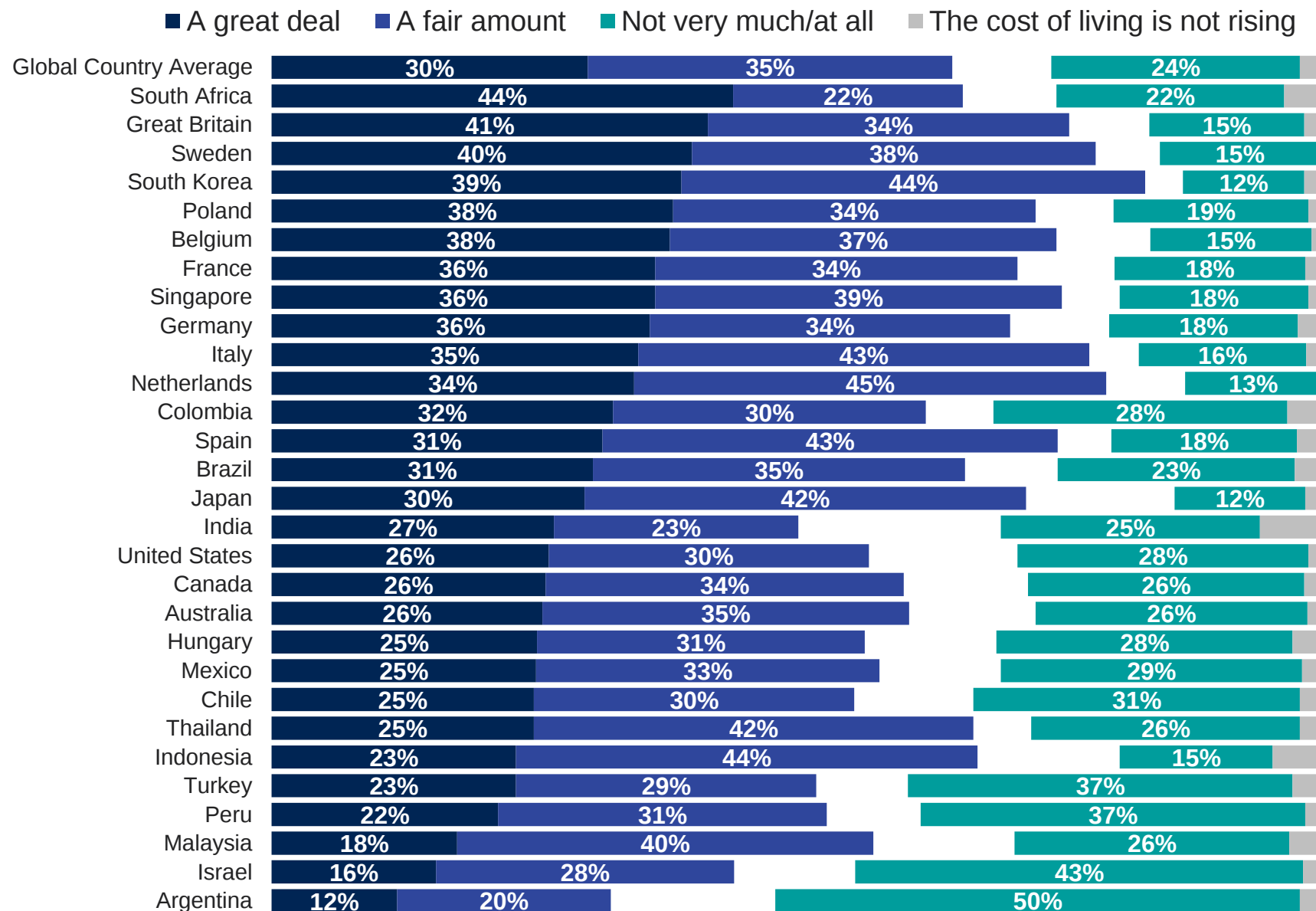
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

- The Russian invasion of Ukraine and its consequences



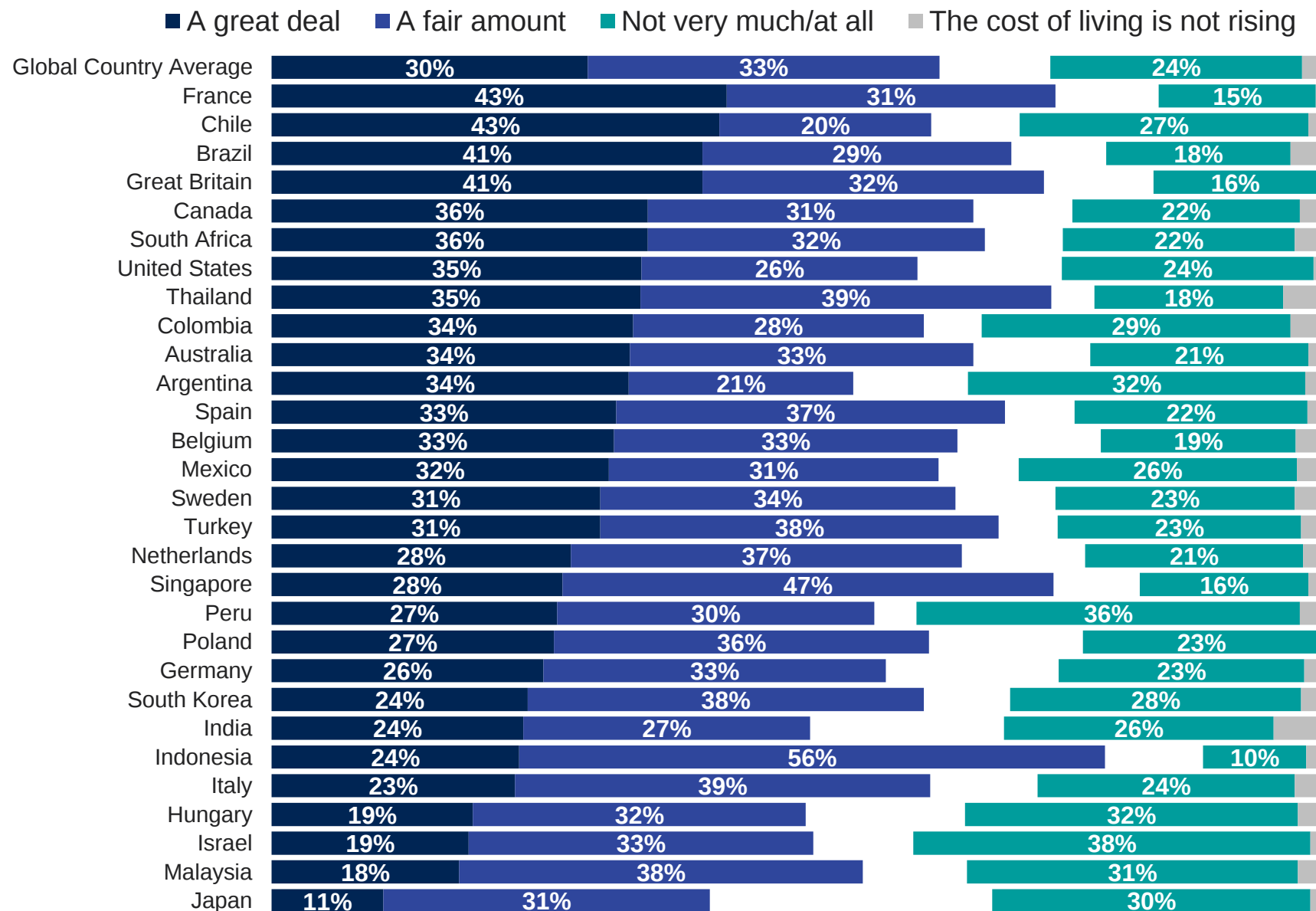
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- Businesses making excessive profits



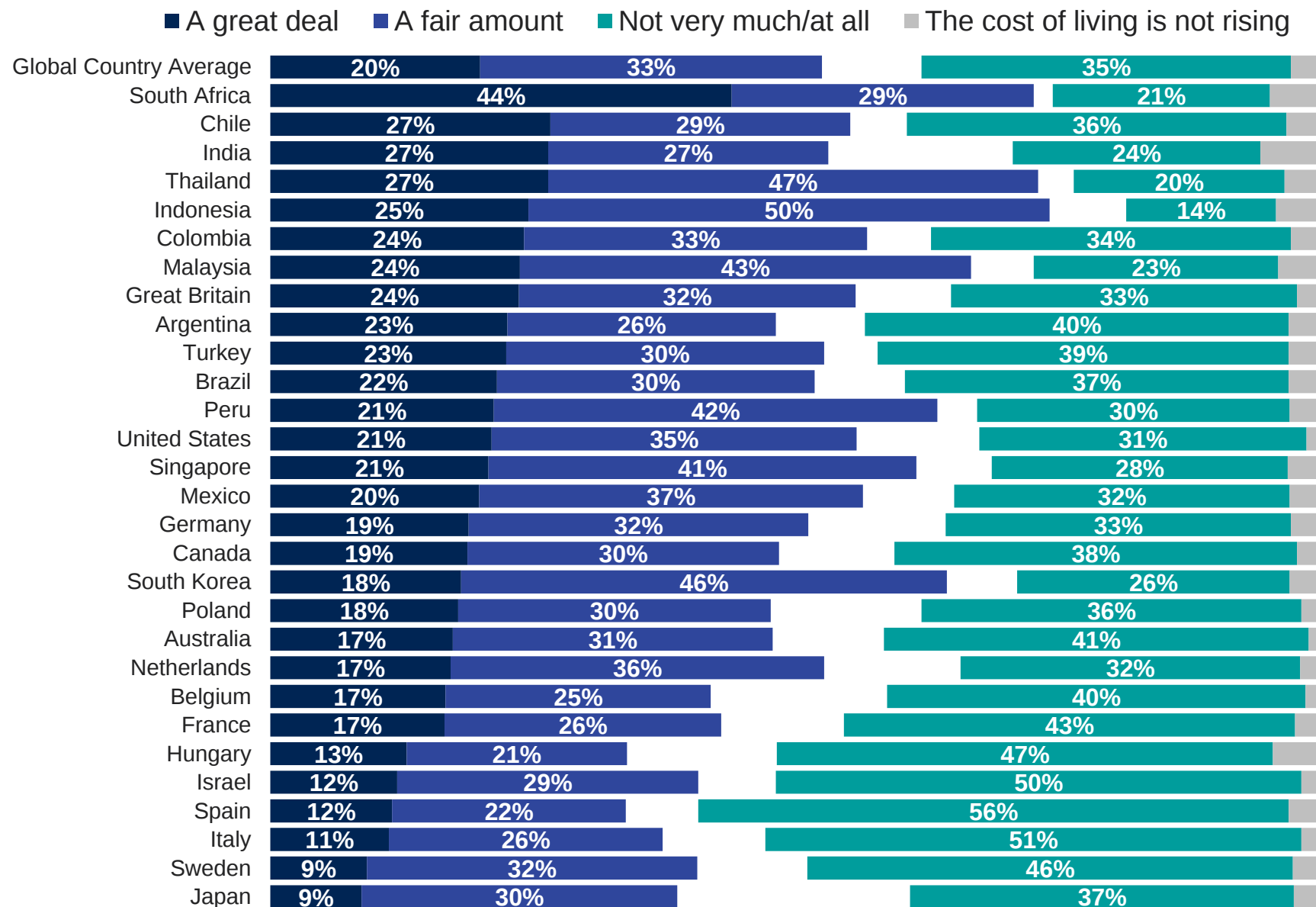
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

- Workers demanding pay increases



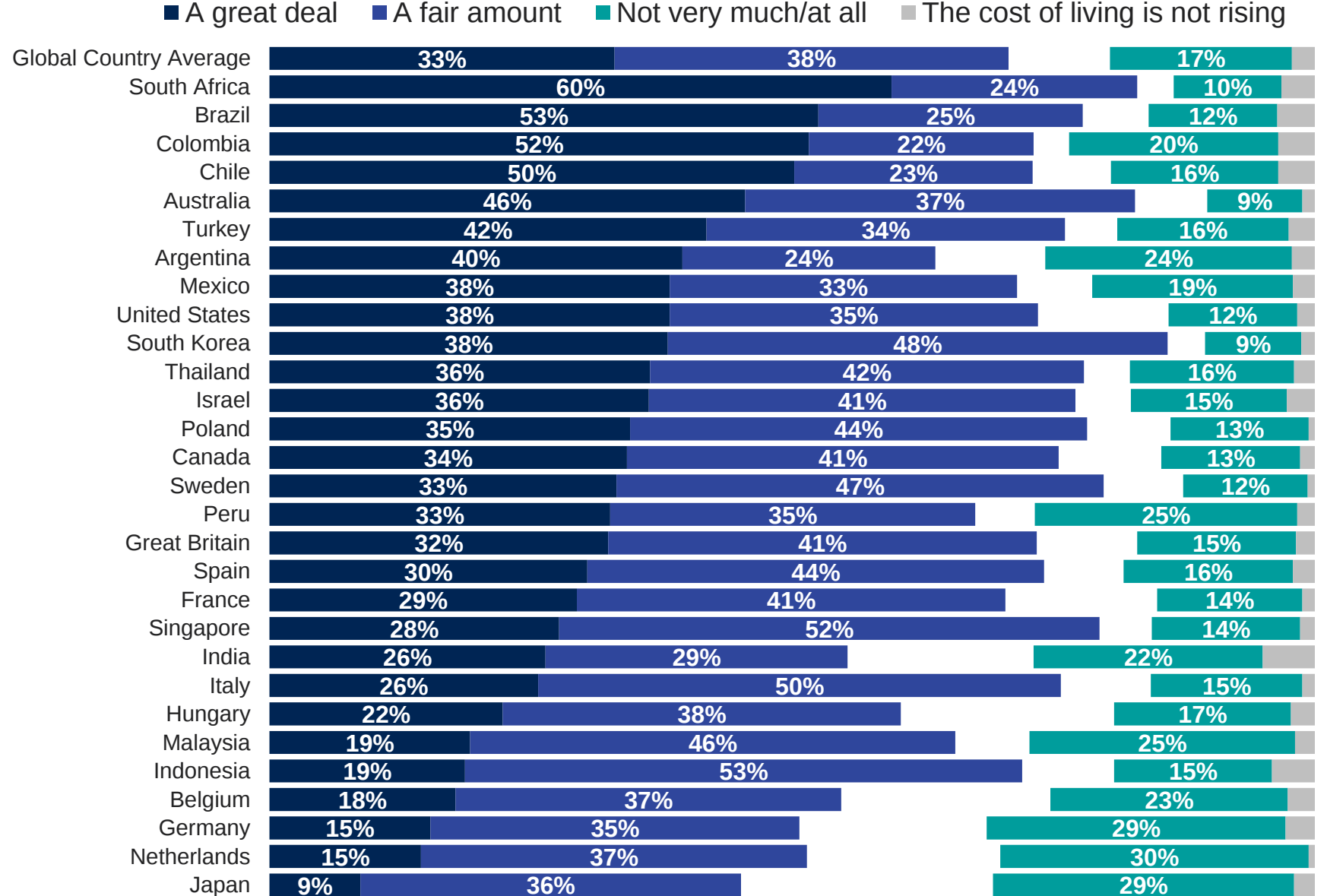
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How much, if at all, do you think each of the following are contributing to the rising cost of living in [COUNTRY] today?

- The interest rate level in my country



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

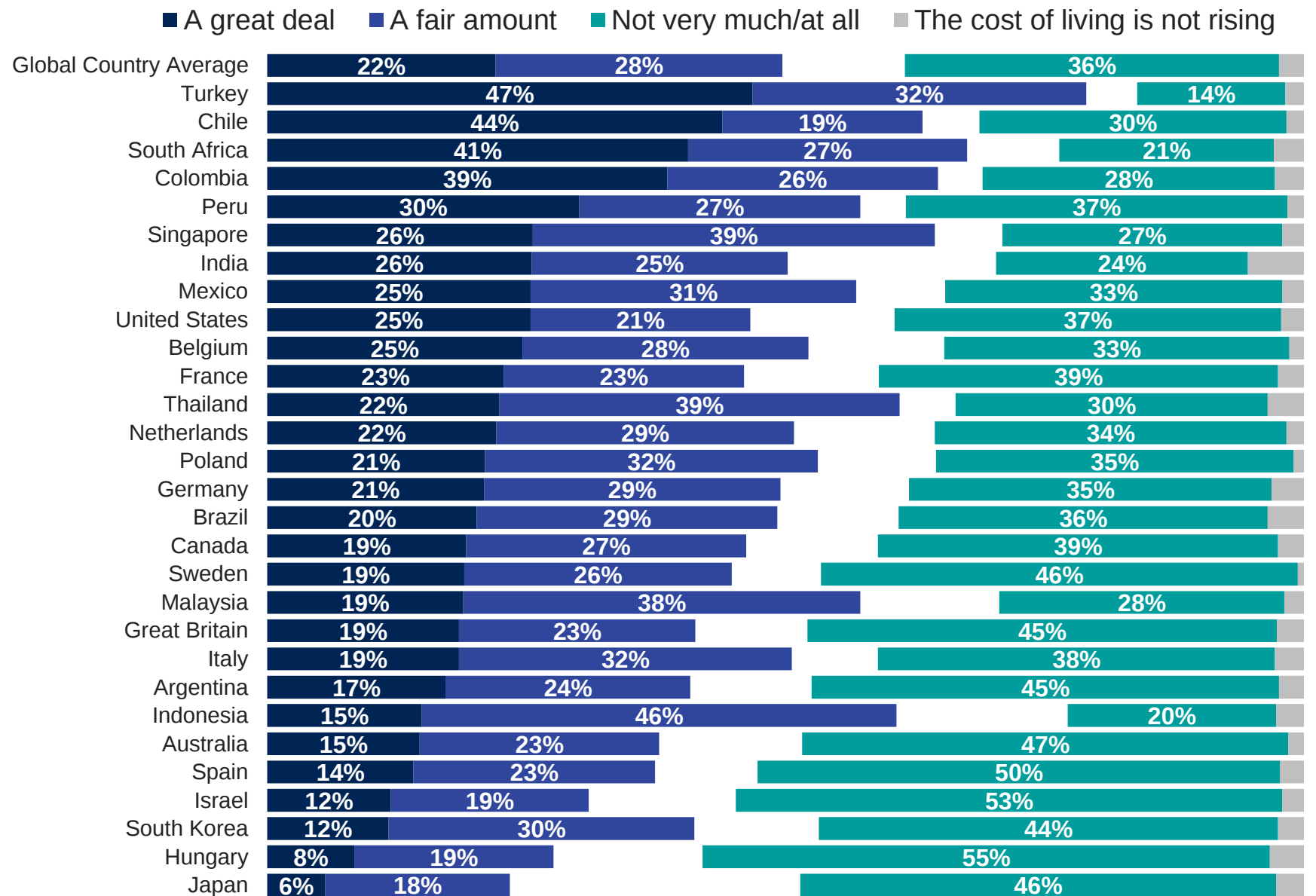
The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Turkey are more urban, more educated, and/or more affluent than the general population.



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



Base: 23,039 online adults under age 75 across 29 countries, interviewed March 24-April 7, 2023

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