

WHAT WORRIES THAILAND?

H2 2025

Thailand's current top worries

The return of financial/political corruption as Thais' top concern reflects a growing demand for systemic accountability amid political uncertainty.

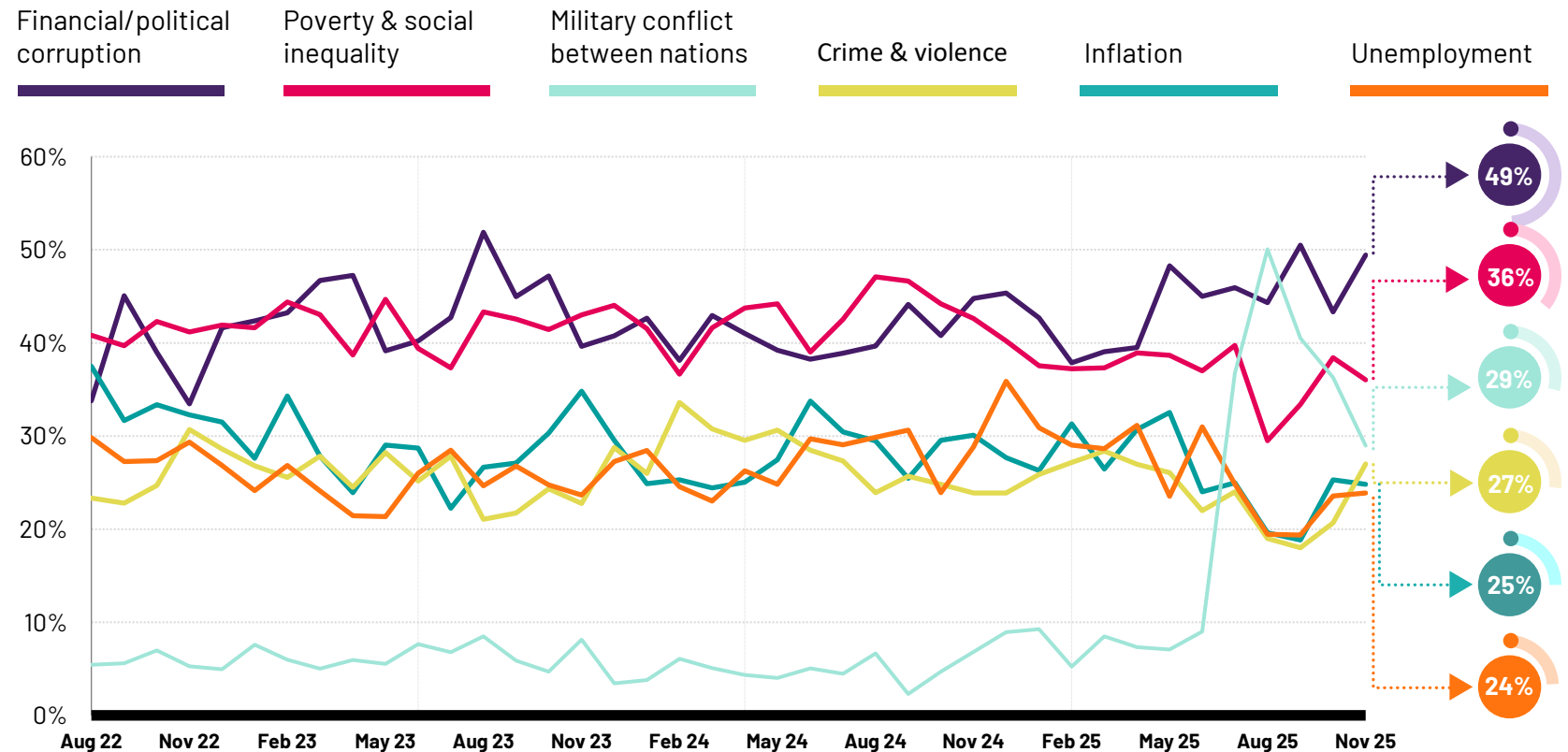
Base: Representative sample of Thai adults aged 20-74. c.500 per month

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

Thailand's current top worries: long-term trend

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

หัวข้อใดต่อไปนี้ที่คุณคิดว่าน่ากังวลใจมากที่สุดในประเทศของคุณ? (กรุณาเลือกเพียงสามข้อ)



Crime & Violence surpassed inflation as the world's top worry since mid-2025

Base: Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

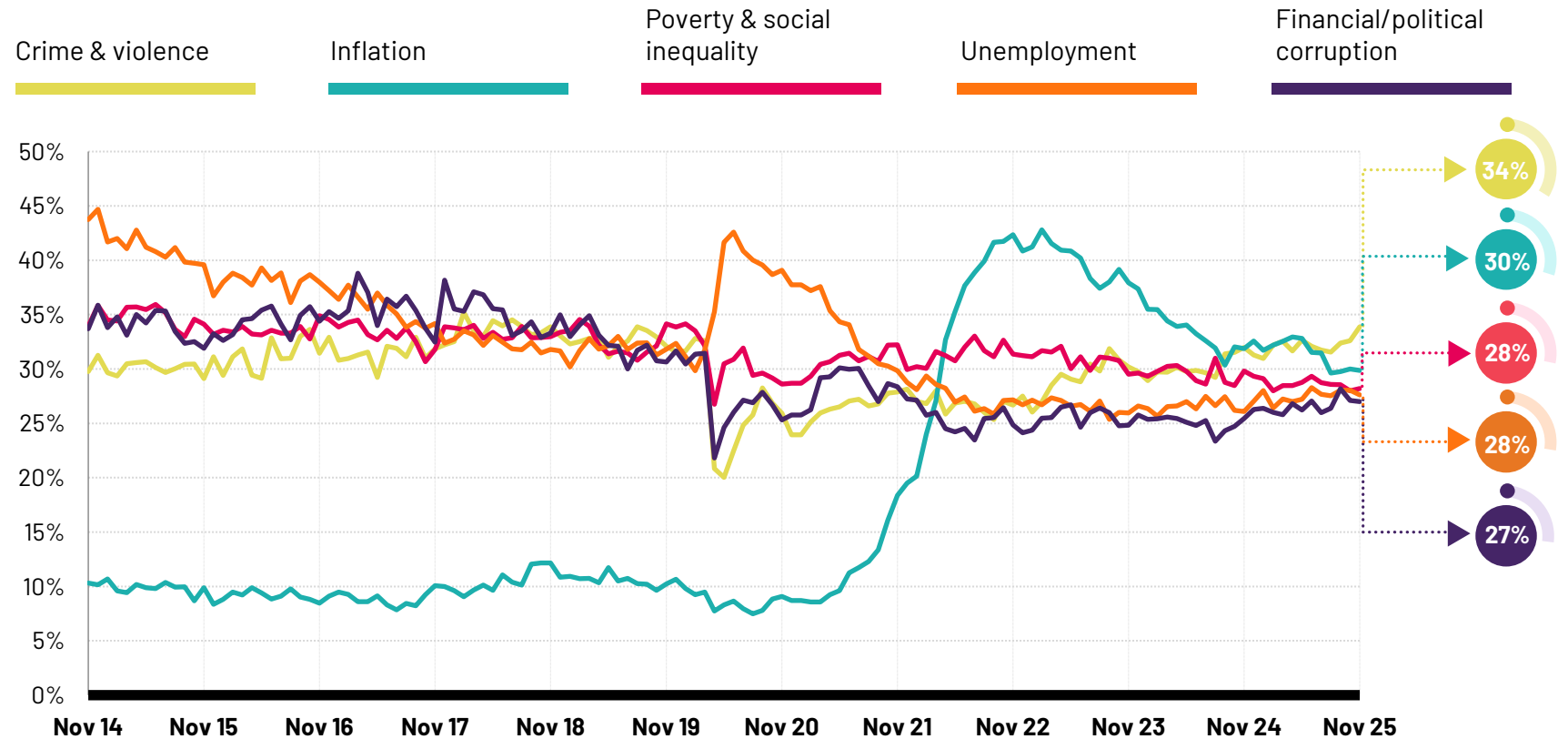
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: World | Current Wave: Nov 25

World's current top five worries: long-term trend

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

หัวข้อใดต่อไปนี้ที่คุณคิดว่าน่ากังวลใจมากที่สุดในประเทศของคุณ? (กรุณาเลือกเพียงสามข้อ)



Structural worries are now back as top public concerns after a surge in worry about **military conflicts**. Rising concerns about **crime**, cybersecurity, and personal safety highlight the urgent need for comprehensive reforms and policies to restore trust and security

Back in August 2025, for the first time since Thailand joined the WWS study, "military conflict between nations" has surpassed all other concerns to become the top worry for Thais.

#1 Worry in Aug'25

Military conflict between nations

50%



+43pp vs. Aug 2024

86%

Thais **expressed concern** about the July's escalation of the conflict

67%

The conflict has had a **negative impact** on Thailand's international reputation

58%

believe **diplomatic negotiations** are the best way forward

63%

are confident that a **long-term, peaceful resolution** can be achieved

Age Groups		
20-29	30-44	45-65
73%	67%	61%

Base: Representative sample of Thai adults aged 20-74. c.500 per month

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

Source: Ipsos Digital FastFacts, August 2025, n=500

Now, structural concerns firmly return to lead public anxiety

#1 Worry in Nov'25

Financial/political corruption

49%



+6pp vs. last month
+4pp vs. last year

#2 Worry in Nov'25

Poverty & social inequality

36%



-2pp vs. last month
-7pp vs. last year



ฝ่าปัญหา “คอร์รัปชัน” ภาครัฐ อึ้ง! พบเงินบาทพุ่งปีละ 5 แสนล้าน

สังคมสะเทือน! แจกบัตรอภัยบัตร ปชช. ให้เงินเทา 2 หมื่นใบ คิดค่าหัวใบละล้าน วอนจนท.ตรวจสอบ

เผยแพร่: 21 พ.ย. 2568 11:38 | ปรับปรุง: 21 พ.ย. 2568 11:38 | โดย: ผู้จัดการออนไลน์

ไทยสุดยอความเหลื่อมล้ำ สูงกว่าค่าเฉลี่ยอาเซียน

📅 17 ก.ย. 2568 ⌚ 14:49 น. 📄 747

Crime & violence also returned to the spotlight

#4 Worry in Nov'25

Crime & Violence

27%



+6pp vs. last month

+3pp vs. last year



คลิปเต็มรายการ

แก๊งคอลฯ บังคับวิดีโอคอล 24 ชม. หลอกหล่น 19 กุบตู้เซฟแม่ ขนทรัพย์สินไปให้เกือบ 10 ล้าน

พ่อพาลูก ม.5 แจ้งความแก๊งคอลฯ หลอกโอนเงิน-วิดีโอคอลทั้งคืน ขู่ยึดทรัพย์ครอบครัว

หนุ่มวัย 25 หนีตายแก๊งคอลฯ อ้างถูกหลอกทำงาน "แอดมินฟิวแฟน" ที่ปอยเปต

เผย คุณยาย ถูก แก๊งคอลเซ็นเตอร์ สูดเกือบ 5 ล้าน เป็นคนชอบลงทุน

ผู้เสียหาย 128 คน ถูกหลอกทำงานแก๊งคอลเซ็นเตอร์ในกัมพูชา แฉถูกขอรหัสไฟฟ้าตามตัว

อายุเกษียณ

"นศ.เชียงใหม่" โดน "แก๊งคอลเซ็นเตอร์" หลอกวันเดียว 10 ราย หนักสุดโดน 2 ล้านบาท



Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor Filter: Country: Thailand | Current Wave: Nov 25 | 3PlusNews, NationTV, Thairath, Khaosod

© Ipsos | What Worries Thailand H2 2025 | Public



77%

Thais say over the last year **the world became more dangerous**
(+3pp vs 2024)

Over the last year the world became more dangerous (% somewhat/strongly agree)

Base: 23,586 online adults under the age of 75 across 30 countries,
interviewed 19 September – 3 October 2025.

Ipsos World Affairs & Security Report 2025

Thais feel real threats of...

#1 globally

88%

Being hacked for fraudulent or espionage purposes
(+3pp vs last year)

Q: How real do you feel the threat is of some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes in the next twelve months?

Baby Boomer	Gen X	Millennial	Gen Z
99%	84%	91%	83%

#1 globally

87%

Deliberately spreading of disinformation to influence public opinion
(+2pp vs last year)

Q: How real do you feel the threat is of some person, organisation/ organization, or country deliberately spreading disinformation to influence public opinion in the next twelve months?

Baby Boomer	Gen X	Millennial	Gen Z
97%	88%	88%	79%

#3 globally

76%

The personal safety and security for you and your family members being violated
(-3pp vs last year)

Q: How real do you feel the threat is of the personal safety and security for you or your family members being violated in the next twelve months?

Baby Boomer	Gen X	Millennial	Gen Z
83%	80%	82%	62%

Back in June, over half Thais thought the country was heading off on the wrong track

Base: Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: World | Current Wave: Nov 25

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?

ตอนนี้ ขอให้พิจารณาเกี่ยวกับประเทศของคุณ โดยรวมแล้ว คุณมีความพอใจหรือไม่พอใจกับวิถีทางที่สิ่งต่างๆ กำลังดำเนินไปในประเทศของคุณในปัจจุบันนี้?



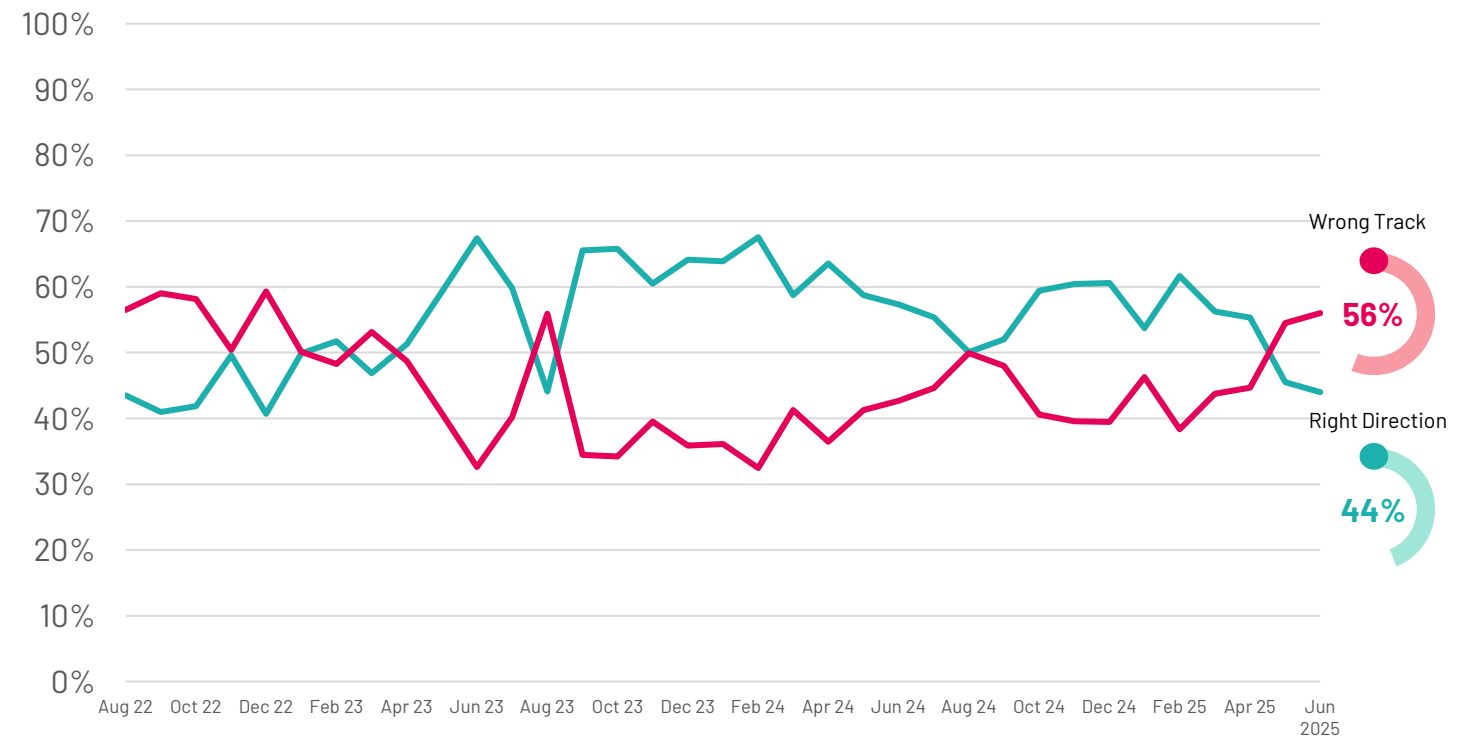
◀ 44%

RIGHT DIRECTION

◀ 56%

+12pp vs. Jun'24

WRONG TRACK



Now, things have turned around, although not as positive as 2024 year-end

Base: Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

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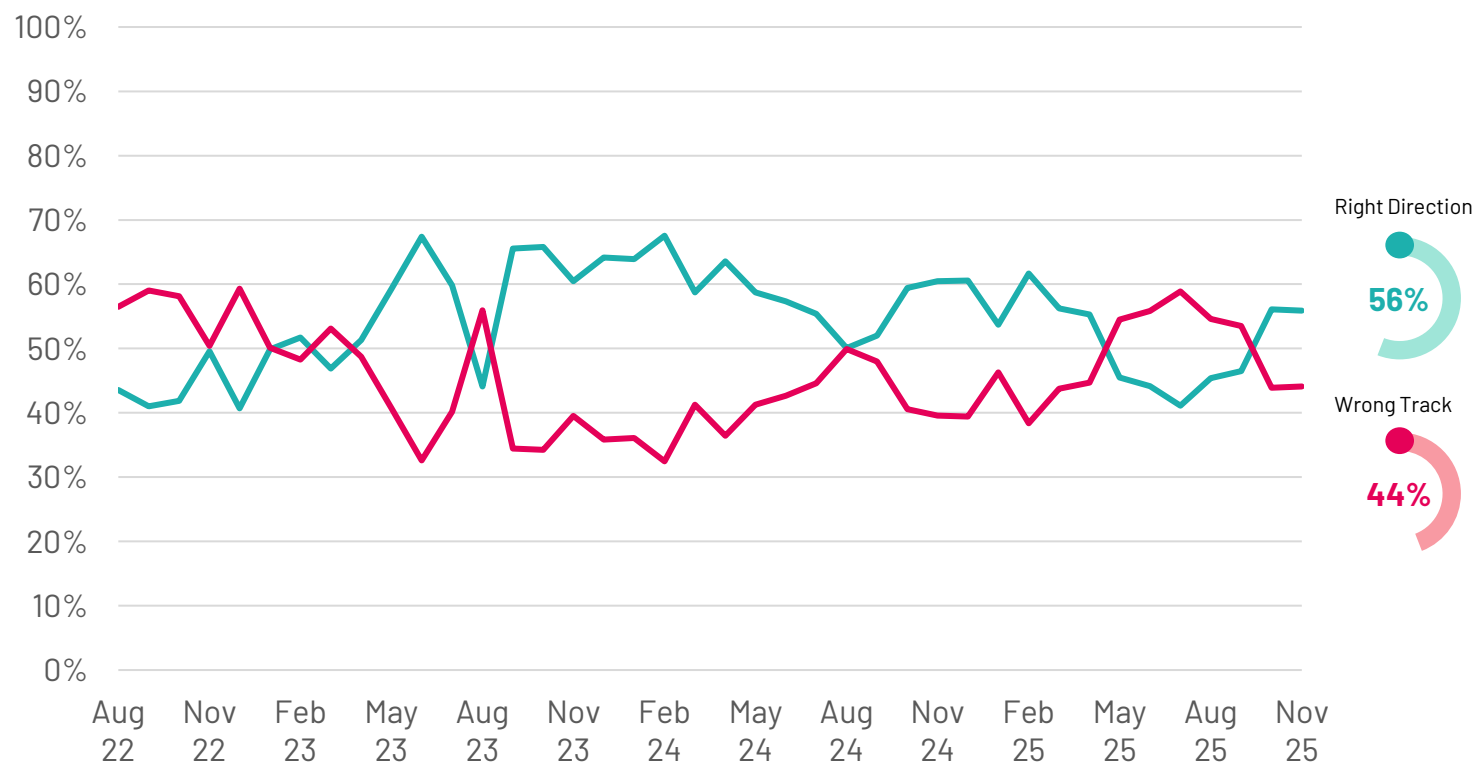
◀ 56%

RIGHT DIRECTION

◀ 44%

+4pp vs. Nov'24

WRONG TRACK



Economic outlook:

Despite a backdrop of concern, there is a nuanced optimism emerging. While over half believe inflation will remain elevated for over a year, confidence in personal financial stability has improved.



76%

Thais say the economy in the country
currently in a recession
(+4pp vs previous year)

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

เท่าที่คุณทราบ สภาพเศรษฐกิจในประเทศของคุณกำลังอยู่ในภาวะถดถอยอยู่หรือไม่

Base: 23,772 adults under the age of 75 across 30 countries,
interviewed between Friday, August 22, and Friday, September 5, 2025.



57%

think it will take longer than a year
– *or never* – before inflation returns
to normal in Thailand

19% still believe it will return to normal
within the next year

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

คุณคิดว่าจะใช้เวลานานแค่ไหนจนกว่าภาวะเงินเฟ้อจะกลับคืนสู่สภาพปกติในประเทศไทยของคุณ

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.



58%

of Thais describe the current economic situation in the country as **bad**

(-10pp vs. June 2025)

(+4pp vs. November 2024)

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

ตอนนี้ ขอให้พิจารณาเกี่ยวกับสถานการณ์ทางเศรษฐกิจ คุณจะอธิบายสถานการณ์ทางเศรษฐกิจปัจจุบันในประเทศไทยอย่างไร?

Base: Representative sample of Thai adults aged 20-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.

Filter: Country: Thailand | Current Wave: Nov 25

A majority in **all household income groups** still describe the current economic situation as **bad**, though sentiment has softened than back in June

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

November 2025

Good

Bad

High Household Income

Change vs.
June'25



+7%

Medium Household Income



+9%

Low Household Income



+6%

Thailand - monthly HH Income	
Less than 60,000 Baht	Low
60,000 to 120,000 Baht	Medium
120,000 to 180,000 Baht	
180,000 Baht or more	High

Thais are still hesitant about making major purchases like homes and cars, and even everyday household purchases

52%



Less comfortable making a **major purchase**, like a home or car

(-1pp vs. June'25)
(+4pp vs. last year)

Q: Compared to 6 months ago, are you NOW more or less comfortable making a **major purchase**, like a home or car?
เปรียบเทียบกับเมื่อ 6 เดือนที่แล้ว ปัจจุบันนี้คุณรู้สึกสบายใจมากขึ้นหรือไม่ค่อยสบายใจเมื่อต้องทำการซื้อปัจจัยหลัก อย่างเช่นบ้านหรือรถยนต์?

40%



Less comfortable making **other household purchases**

(-6pp vs. June'25)
(+2pp vs. last year)

Q: Compared to 6 months ago, are you NOW more or less comfortable making **other household purchases**?
เปรียบเทียบกับเมื่อ 6 เดือนที่แล้ว ปัจจุบันนี้คุณรู้สึกสบายใจมากขึ้นหรือไม่ค่อยสบายใจเมื่อต้องทำการซื้อของใช้ในครัวเรือนอื่นๆ?

อสังหาฯ ปี 68 ดิ่งสุดหวังปี 69 ตลาดปรับสมดุล
'ฟื้น' แบบระวัง

By บุญกร กุศล | 21 พ.ย. 2025 เวลา 7:59 น.



จับสัณญาณตลาด 'อสังหาฯไทย' แบ่งกั้ตั้งการคสูง-ผู้ถือ
อ่อนแรง

วันที่ 28 สิงหาคม 2568 - 12:33 น.

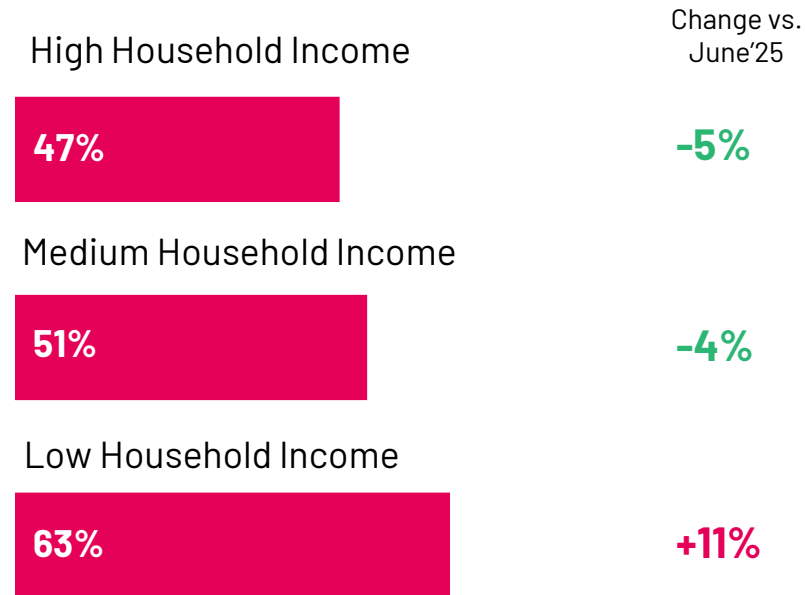
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Sentiment worsens for low household income group

November 2025

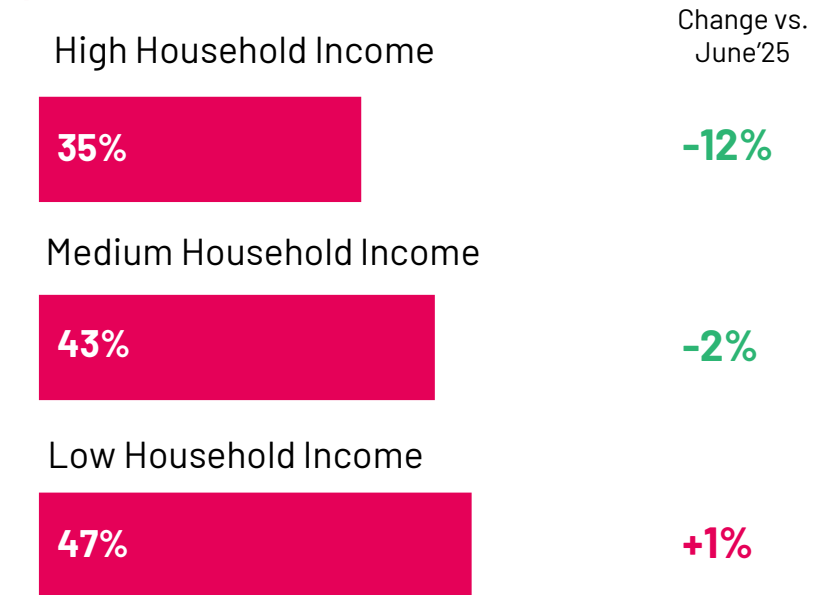
% **Less comfortable** making a **major purchase**,
like a home or car



Q: Compared to 6 months ago, are you NOW more or less comfortable making a **major purchase**, like a home or car?

November 2025

% **Less comfortable** making **other household purchase**



Q: Compared to 6 months ago, are you NOW more or less comfortable making **other household purchases**?

While the personal experience of job loss has improved over the past year, outlook for the next six months is more pessimistic

51%



Know someone who **experienced job loss** in the past 6 months

(-7pp vs. last year)

Q14. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

พิจารณาถึง 6 เดือนที่ผ่านมา มีคุณ บุคคลในครอบครัวของคุณ หรือบุคคลอื่นที่คุณรู้จักเป็นการส่วนตัวตกงานจากผลพวงของสภาพเศรษฐกิจหรือไม่?

26%



Say they are **likely to experience job loss** in next 6 months

(+1pp vs. last year)

Q15. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

ต่อไปนี้ให้มองไปยังหกเดือนจากนี้ เป็นไปได้มากน้อยแค่ไหนที่คุณ บุคคลในครอบครัวของคุณ หรือบุคคลอื่นที่คุณรู้จักเป็นการส่วนตัวจะตกงานในอีกหกเดือนถัดไปจากผลพวงของสภาพเศรษฐกิจ?

อ่อนแอจากภายใน ตลาดแรงงานไทยล้าแล้ว จบใหม่ตกงาน-คนมีงานทำหายไป 5 แสน

By Sirarom Techasriamornrat - 16/10/2025

จบใหม่ตกงาน โบนัสไม่มี โอทีอย่าหวัง ขอแค่ยังมีงานให้ทำก็พอแล้ว!

งานประจำกำลังหายไป? สะท้อนเศรษฐกิจไทยประการ

บาง



Long-term financial planning and stability are under increasing pressure

41%



Less confident about **job security** for themselves, their families or other people they know personally

(+4pp vs. last year)

Q12. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

เปรียบเทียบกับเมื่อ 6 เดือนที่แล้ว ปัจจุบันนี้คุณรู้สึกมั่นใจมากขึ้นหรือไม่ค่อยมั่นใจเกี่ยวกับความมั่นคงในงานของตัวเอง ของครอบครัวของคุณ และของบุคคลอื่นๆ ที่คุณรู้จักเป็นการส่วนตัว?

48%



Less confident about **ability to invest** in the future including retirement or children's education

(+6pp vs. last year)

Q13. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

เปรียบเทียบกับเมื่อ 6 เดือนที่แล้ว ปัจจุบันนี้คุณรู้สึกมั่นใจมากขึ้นหรือไม่ค่อยมั่นใจเกี่ยวกับความสามารถในการลงทุนของคุณในอนาคต รวมทั้งความสามารถของคุณในการออมเงินไว้ยามเกษียณอายุของตัวเอง หรือการศึกษาสำหรับบุตรของคุณ?

4 ล้าน พอไหม? เมื่อเกษียณแล้วไม่มี "เงินเดือน" เมื่อชีวิตจริง เงินฝากโตไม่ทันเงินเฟ้อ

Date Time: 17 ก.ค. 2568 09:39 น.

คนไทย ใช้เงินเดือนชนเดือน 82% มีหนี้ บัญชีเงินเดือน 70% ไม่มีเงินสำรองฉุกเฉิน

วันที่ 22 ตุลาคม 2568 - 20:17 น.

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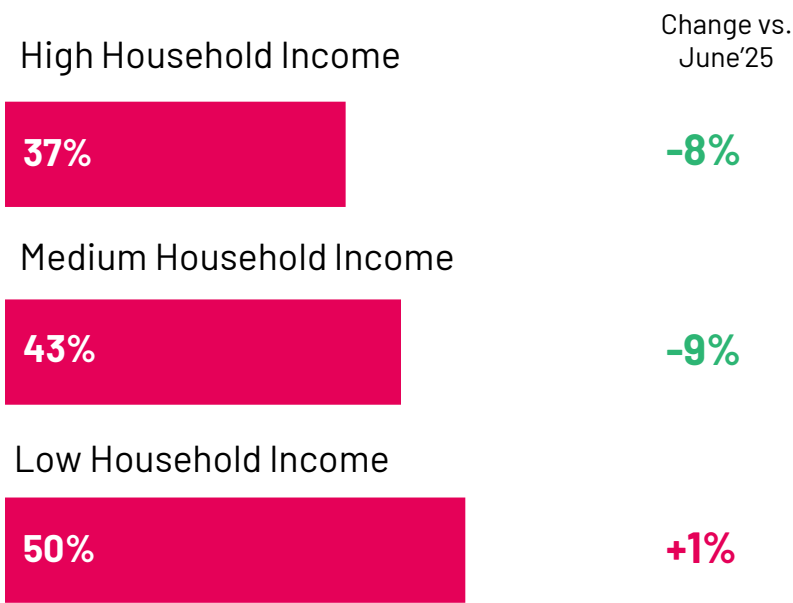
[Copy Link](#)



Confidence in job security and investing has improved for high and medium income groups, while low income households remain insecure

November 2025

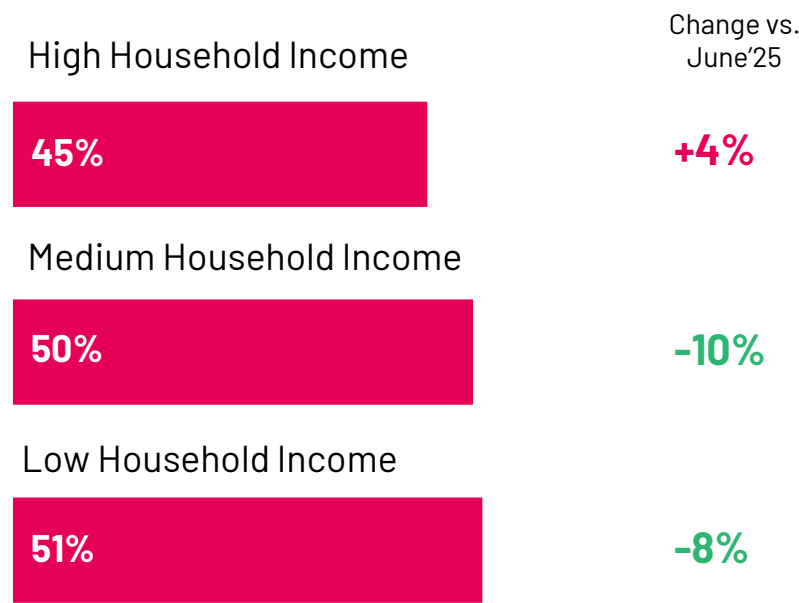
% Less confident about job security



Q12. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

November 2025

% Less confident about ability to invest



Q13. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

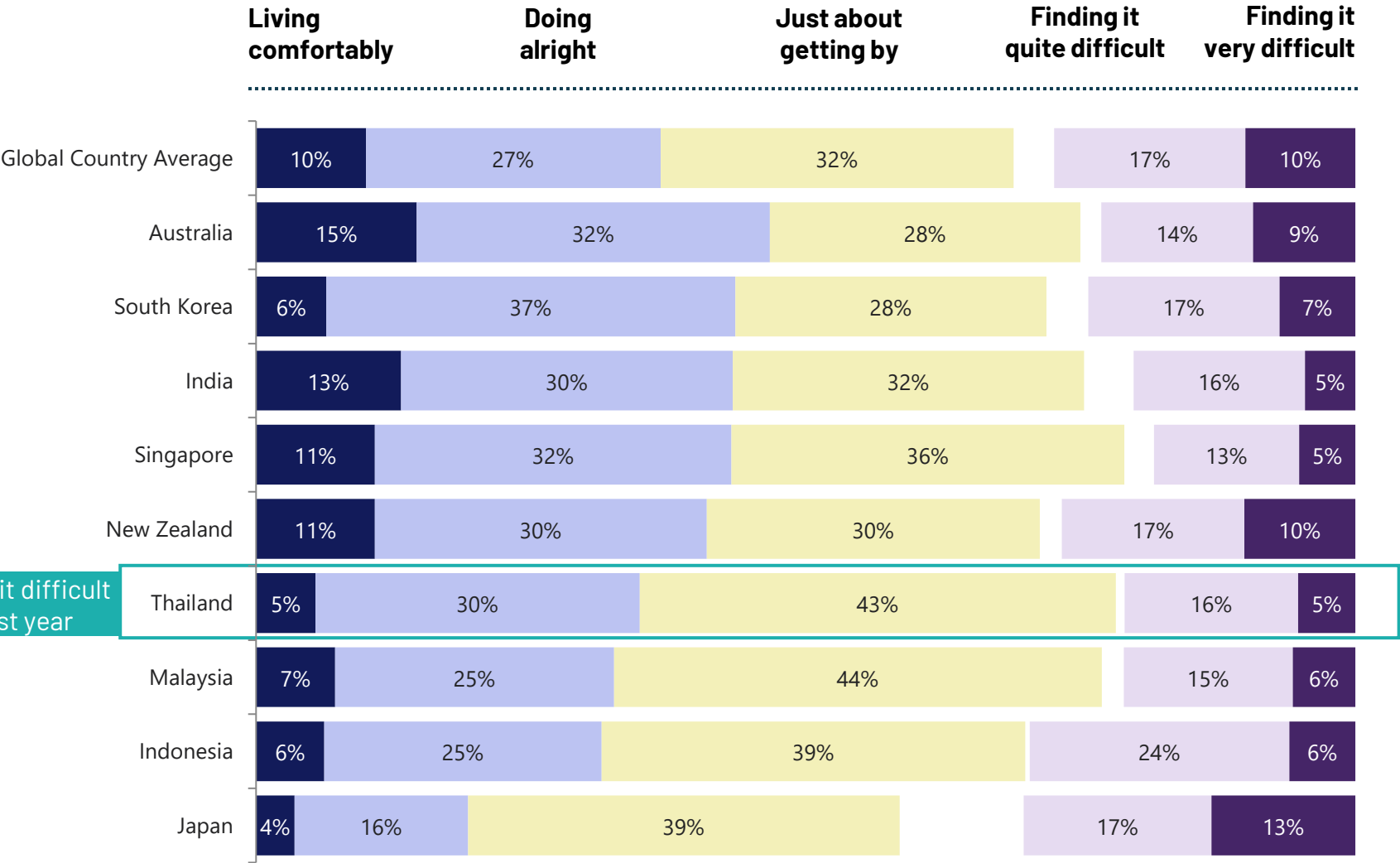


How well would you say you are managing financially these days?

Would you say you are...?

คุณคิดว่าคุณกำลังจัดการเงินในทุกวันนี้ได้ดีแค่ไหน คุณคิดว่าคุณกำลัง...

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.



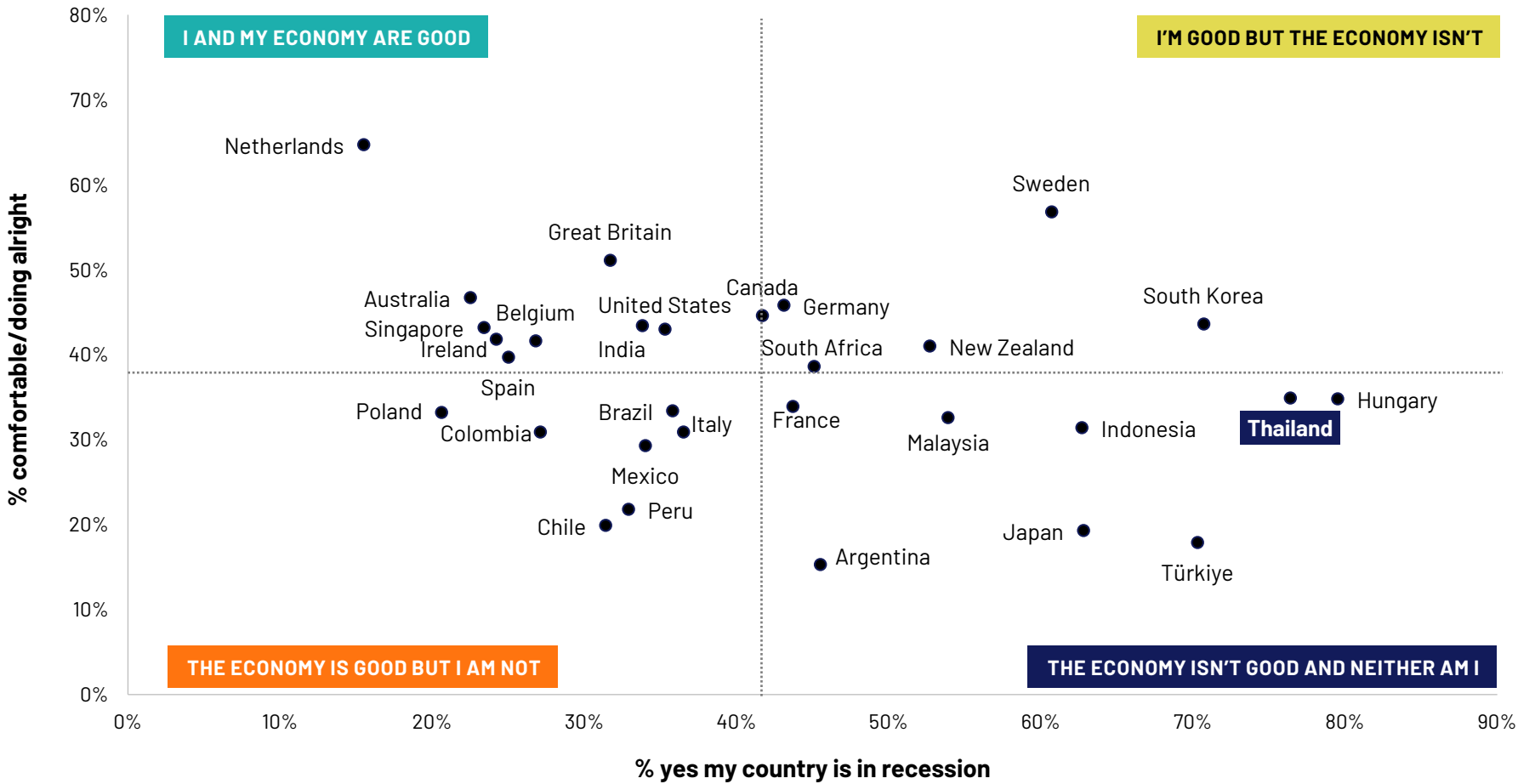
Just getting by/finding it difficult
-6% vs November last year



Thailand shows a high degree of correlation between **pessimistic economic sentiment** and **low personal well-being**

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

I am comfortable/doing alright vs yes my country is in recession



Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

% comfortable/doing alright

% fall in disposable income

Legend:

- I'M GOOD AND WILL STAY GOOD** (Teal box)
- I'M GOOD BUT WORRIED FOR THE FUTURE** (Yellow box)
- I'M NOT GOOD BUT IT WON'T GET WORSE** (Orange box)
- I'M NOT GOOD AND IT WILL GET WORSE** (Dark Blue box)

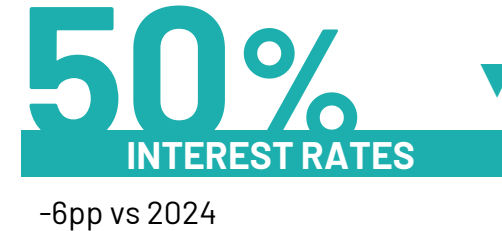
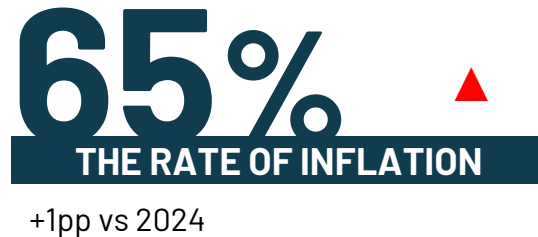
Country	% fall in disposable income (X)	% comfortable/doing alright (Y)	Quadrant
Netherlands	55%	65%	I'M GOOD BUT WORRIED FOR THE FUTURE
Sweden	30%	57%	I'M GOOD BUT WORRIED FOR THE FUTURE
Great Britain	42%	51%	I'M GOOD BUT WORRIED FOR THE FUTURE
Australia	33%	47%	I'M GOOD BUT WORRIED FOR THE FUTURE
Germany	37%	46%	I'M GOOD BUT WORRIED FOR THE FUTURE
Canada	38%	45%	I'M GOOD BUT WORRIED FOR THE FUTURE
New Zealand	43%	41%	I'M GOOD BUT WORRIED FOR THE FUTURE
France	45%	34%	I'M NOT GOOD AND IT WILL GET WORSE
Türkiye	43%	18%	I'M NOT GOOD AND IT WILL GET WORSE
Argentina	39%	15%	I'M NOT GOOD AND IT WILL GET WORSE
Japan	32%	19%	I'M NOT GOOD BUT IT WON'T GET WORSE
Italy	31%	31%	I'M NOT GOOD BUT IT WON'T GET WORSE
Brazil	29%	30%	I'M NOT GOOD BUT IT WON'T GET WORSE
Malaysia	28%	33%	I'M NOT GOOD BUT IT WON'T GET WORSE
South Africa	27%	38%	I'M NOT GOOD BUT IT WON'T GET WORSE
India	26%	43%	I'M NOT GOOD BUT IT WON'T GET WORSE
Spain	25%	40%	I'M NOT GOOD BUT IT WON'T GET WORSE
South Korea	21%	43%	I'M NOT GOOD BUT IT WON'T GET WORSE
Poland	23%	33%	I'M NOT GOOD BUT IT WON'T GET WORSE
Colombia	22%	31%	I'M NOT GOOD BUT IT WON'T GET WORSE
Mexico	20%	26%	I'M NOT GOOD BUT IT WON'T GET WORSE
Peru	20%	22%	I'M NOT GOOD BUT IT WON'T GET WORSE
Indonesia	24%	28%	I'M NOT GOOD BUT IT WON'T GET WORSE
Chile	26%	20%	I'M NOT GOOD BUT IT WON'T GET WORSE
Thailand	17%	35%	I'M NOT GOOD BUT IT WON'T GET WORSE

Despite fewer people expecting rises in interest rates, unemployment, and taxes compared to 2024, a large majority still anticipate **rising inflation** and an increasing number expect a **decline in their standard of living and disposable income**.

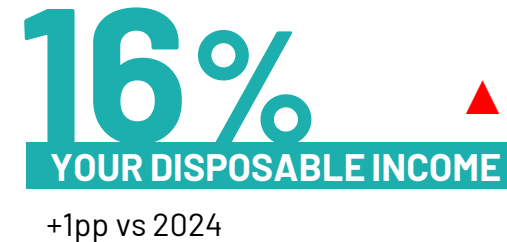
Q: Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

% It **will rise** a lot/a little



% It **will fall** a lot/a little



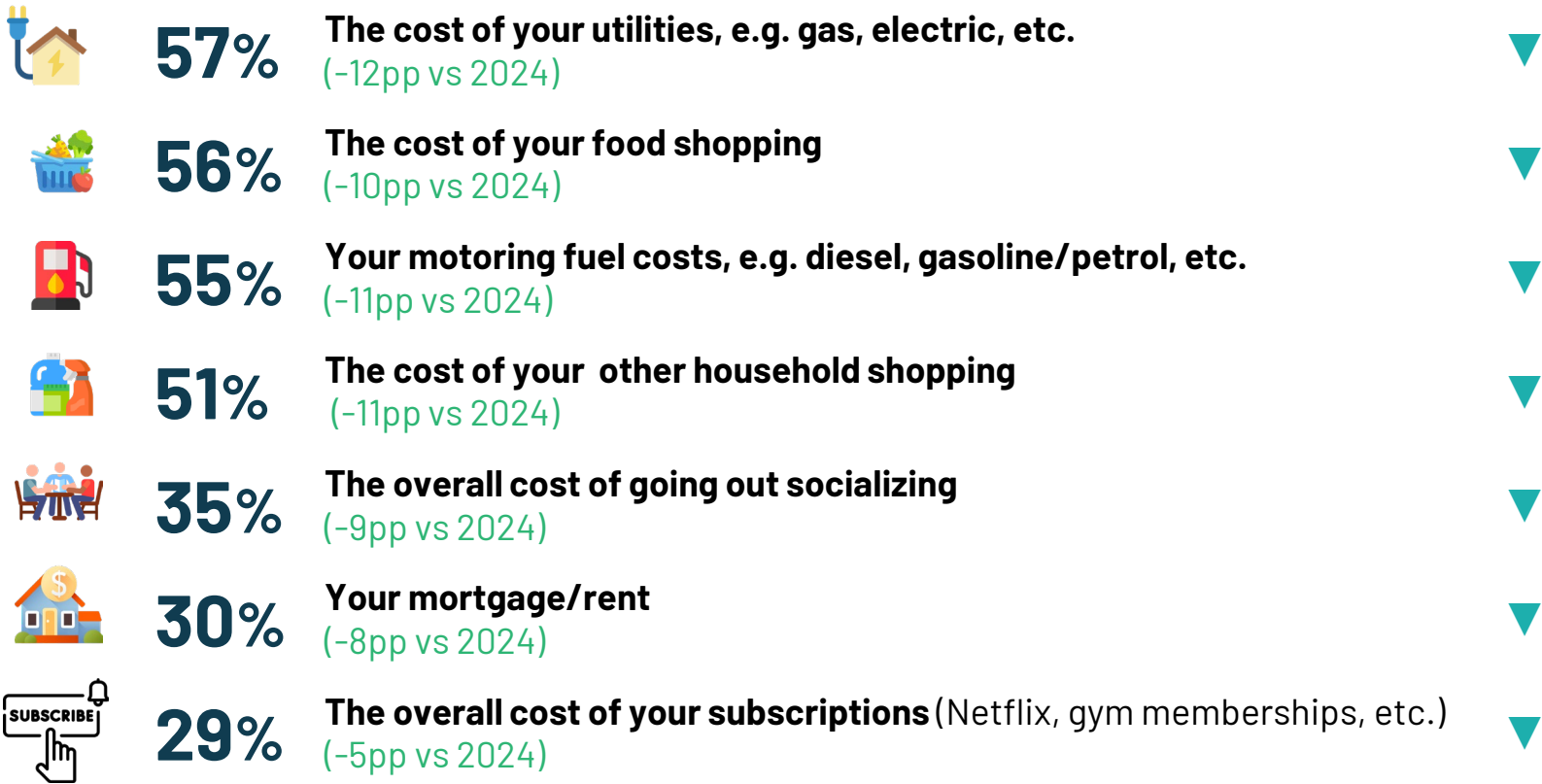
The highest predicted price increases for the next six months are for **utilities, food shopping, and motoring fuel costs**, although the proportion of people expecting price rises in all categories has decreased significantly compared to 2024.

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

Q: 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?

ตอนนี้ให้นึกถึงค่าใช้จ่ายภายในบ้านของคุณในอีก 6 เดือนข้างหน้า เมื่อพิจารณาค่าใช้จ่ายแต่ละประเภทต่อไปนี้ คุณคาดว่าค่าใช้จ่ายนั้นจะเพิ่มขึ้น ลดลง หรือคงเดิมเท่ากับปัจจุบัน

% expect to increase



Thais attribute the rising cost of living to **external factors** like the state of the global economy and corporate profits, with the perceived influence of the national government's policies and interest rates slightly declining compared to last year.

Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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

คุณคิดว่าแต่ละข้อต่อไปนี้มีส่วนเกี่ยวข้องมากน้อยเพียงใดต่อต้นทุนการใช้ชีวิตที่เพิ่มขึ้นในประเทศไทยทุกวันนี้



State of the global economy

82%

+1pp



Businesses making excessive profits

79%

+2pp



The policies of my national government

79%

-2pp



The interest rate level in my country

78%

-3pp



Workers demanding pay increases

73%

-6pp



Ipsos Predictions 2026 – Thailand

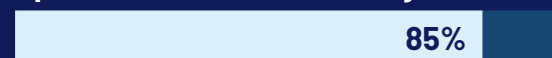
How 2025 went



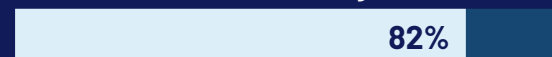
My plans for the new year

% agree*

Spend more time with family and friends



Exercise more than last year



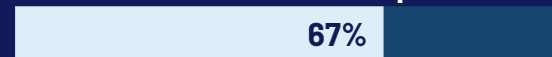
Spend more time on my appearance



Use social media less



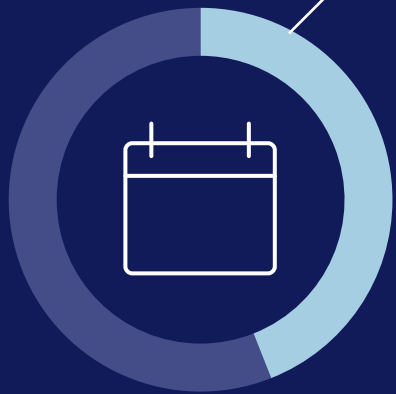
Watch the soccer World Cup



*Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements



Is Life Getting Better for Thais? 1975 vs 2025



38%

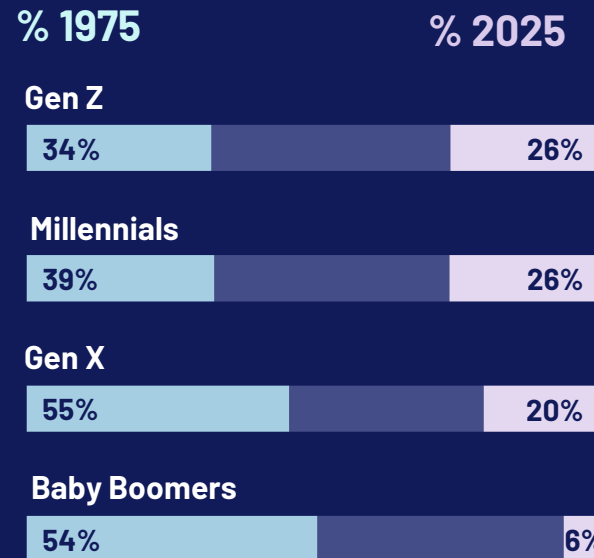
Thais say they would rather have been born in 1975 than 2025, well ahead of the 22% who would prefer to be born today. 40% do not express a view either way.



58%

Thais believe people were happier 50 years ago than they are today. Only 18% think we are happier in 2025, with a further 13% saying things are “about the same”.

No generation chooses 2025 over 1975 as the better time to be born (Thailand)



Better in 1975*:

Quality of the environment



How happy people are



Feeling safe on the streets



Better in 2025*:

Quality of healthcare



Quality of education



People's living standards



Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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* according to respondents in Thailand

Businesses and policymakers are encouraged to **find a balance**, as brands honoring history while adopting new advancements resonate most in this diverse landscape. Navigating the dual forces of **heritage** and **innovation** is key for those seeking to connect with Thai consumers authentically.

Methodology (What Worries the World)

This 29-country Global Advisor survey was conducted between October 24th 2025 and November 7th 2025 via the Ipsos Online Panel system among 500 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye 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, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

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 Türkiye 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.

India's sample represents a large subset of its urban population – social economic

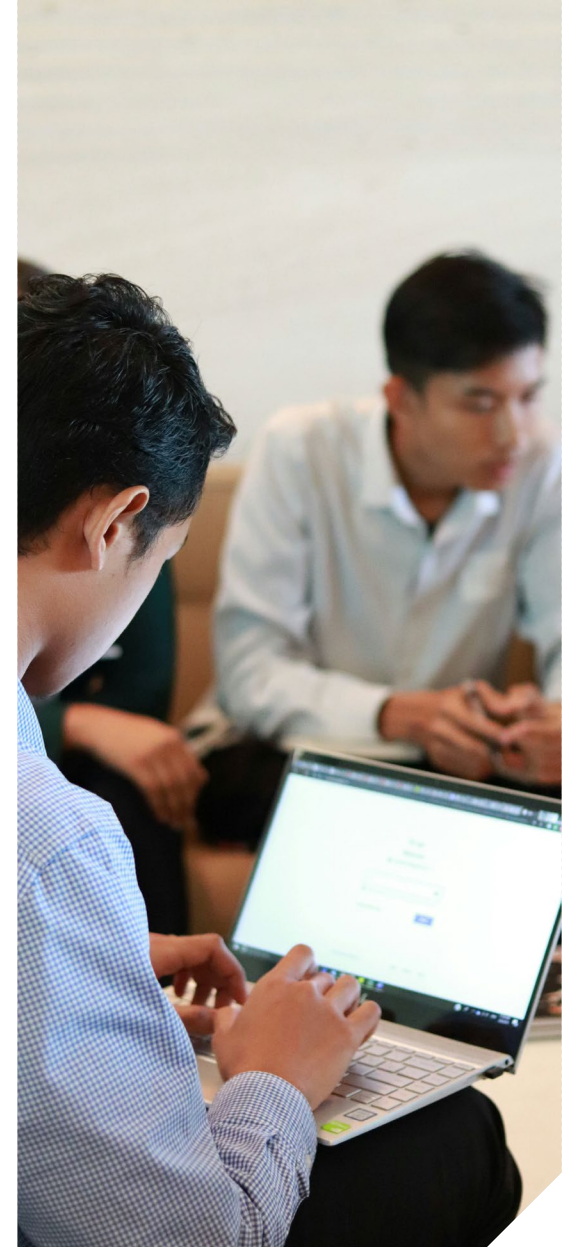
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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.



Methodology (Cost of Living Monitor)

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, August 22, and Friday, September 5, 2025. For this survey, Ipsos interviewed a total of 23,772 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, New Zealand, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, and Thailand. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and markets in which 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.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

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

Methodology (World Affairs)

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, September 19, and Friday, October 3, 2025. For this survey, Ipsos interviewed a total of 23,586 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

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Methodology (Is Life Getting Better? 1975 vs 2025)

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, August 22, and Friday, September 5, 2025. For this survey, Ipsos interviewed a total of 23,772 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, New Zealand, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, and Thailand. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

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Methodology (Predictions 2026)

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, October 24, and Friday, November 7, 2025. For this survey, Ipsos interviewed a total of 23,642 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, Mexico, South Africa, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, Singapore, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population – social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The Global Country Average” reflects the average result for all the countries and

markets in which 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.

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PR CONTACT:
Sirada.Kulphaisal@ipsos.com
ipsos.com/en-th