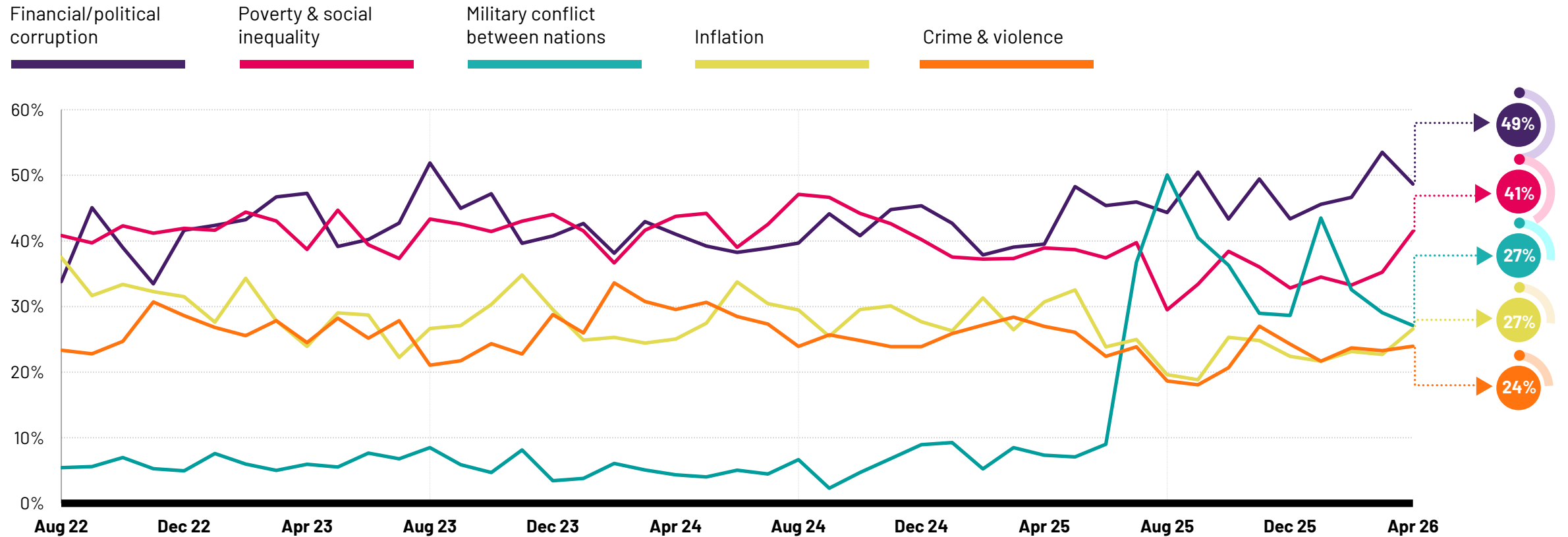


WHAT WORRIES THAILAND?

H1 2026

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

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

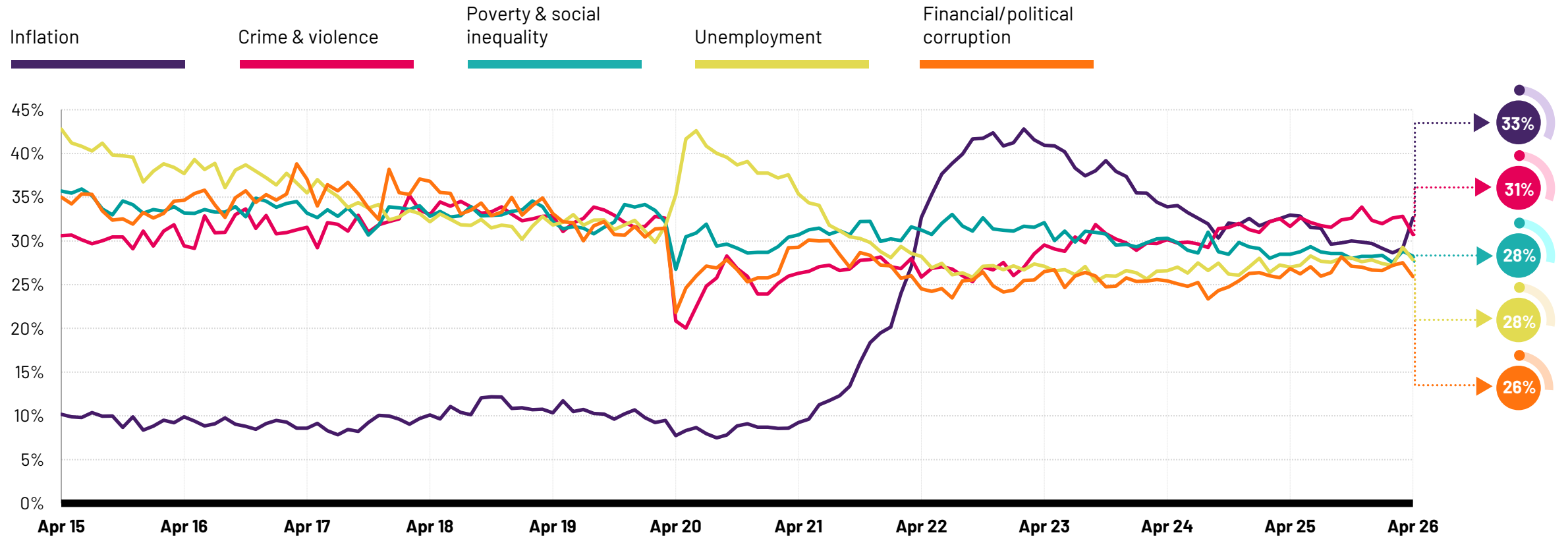


Base: Representative sample of Thai adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Thailand | Current Wave: Apr 26

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



Base: Representative sample of 24,032 adults aged 16-74 in 30 participating countries, March 20th 2026 - April 3rd 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: World | Current Wave: Apr 26

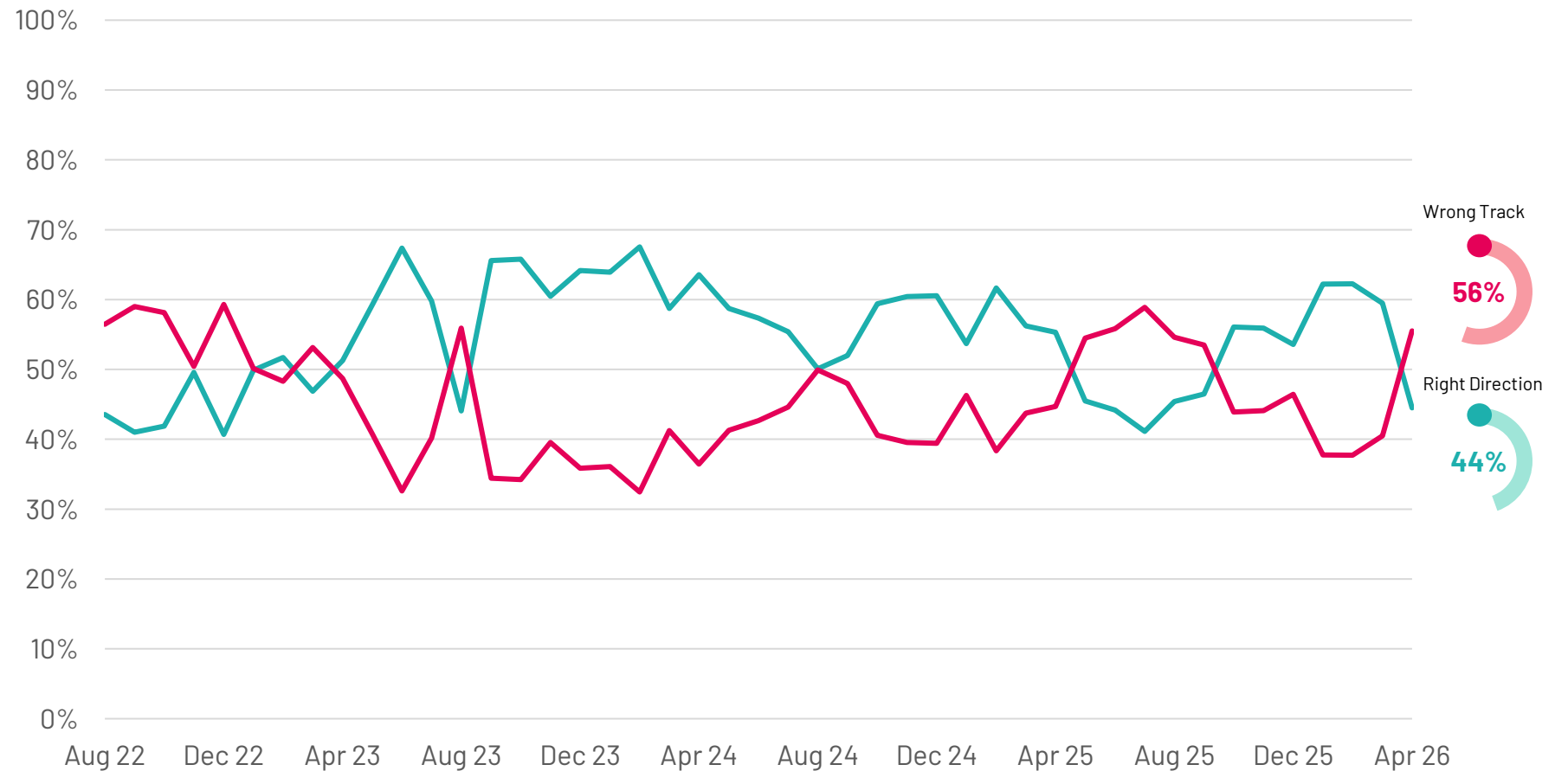


For the first time in months, Thais who think the country is heading toward the *Wrong Track* surpasses the *Right Direction*

Base: Representative sample of Thai adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Thailand | Current Wave: Apr 26

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



What's going on.....

News

Oil prices tumble as US-Iran deal hopes lift Hormuz reopening outlook

THURSDAY, MAY 07, 2025



ชาวเชียงใหม่แสดงพลัง เรียกร้องรัฐแก้ปัญหาฝุ่น PM2.5 ผลักดันร่าง 'พ.ร.บ. อากาศสะอาด'

โดย THE STANDARD TEAM
03.05.2025



ต่างชาติแห่ถอนเงินทุน สงครามดับฝัน GDP

ไทยฟื้น เมื่อ 2 เครื่องยนต์อ่อนแรง

By กลุ่มพธุรกิจ



วิกฤตซ้อนวิกฤต 'แรงงาน' ถูกเลิกจ้าง 4 หมื่นคน/เดือน หวังสวัสดิการรูปแบบใหม่ ช่วยรองรับปัญหา

ไทยเสี่ยง 'วิกฤตน้ำสองข้าง' เอลนีโญแล้งนาน ก่อนฝนถล่มปลายปี น้ำท่วมฉับพลัน

By กลุ่มพธุรกิจ



Source: The Nation, ThaiPBS, The Standard, BangkokBizNews, Ch7, ThanSettakij

Thai consumers have entered a period of emotional and financial caution, driven by economic uncertainty, geopolitical instability, and declining optimism about the future. This is changing how they spend, save, plan, and evaluate brands.

71%

Thais describe the current economic situation as "**Bad**" (+17pp since last month)

Source: Ipsos Global Consumer Confidence Index, April 2026

© Ipsos | What Worries Thailand? H1 2026

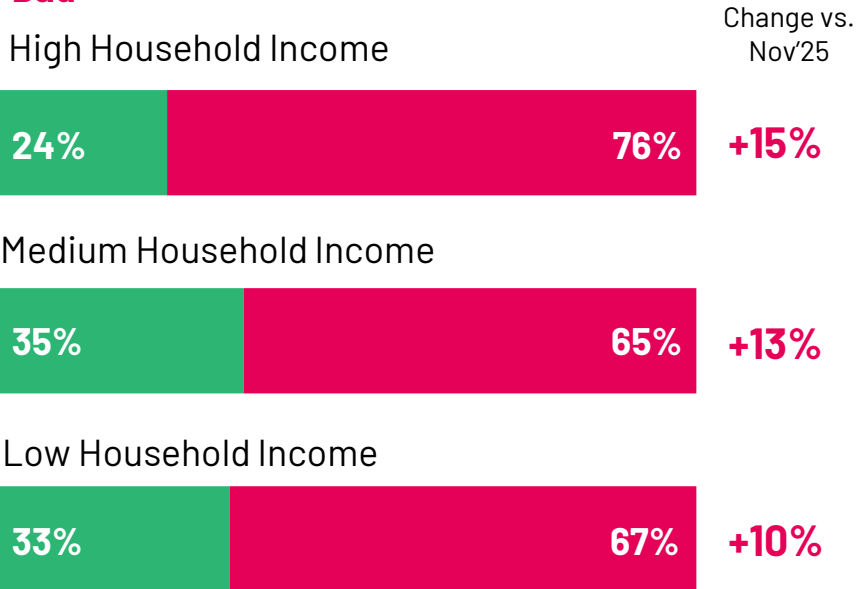
Negative Economic Sentiment Rises Across All Income Tiers

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

April 2026

Good

Bad



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

Base: Representative sample of Thai adults aged 20-74. c.500 per month
Source: Ipsos Global Advisor **Filter:** Country: Thailand | Current Wave: April 26

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Current Country Economic Situation

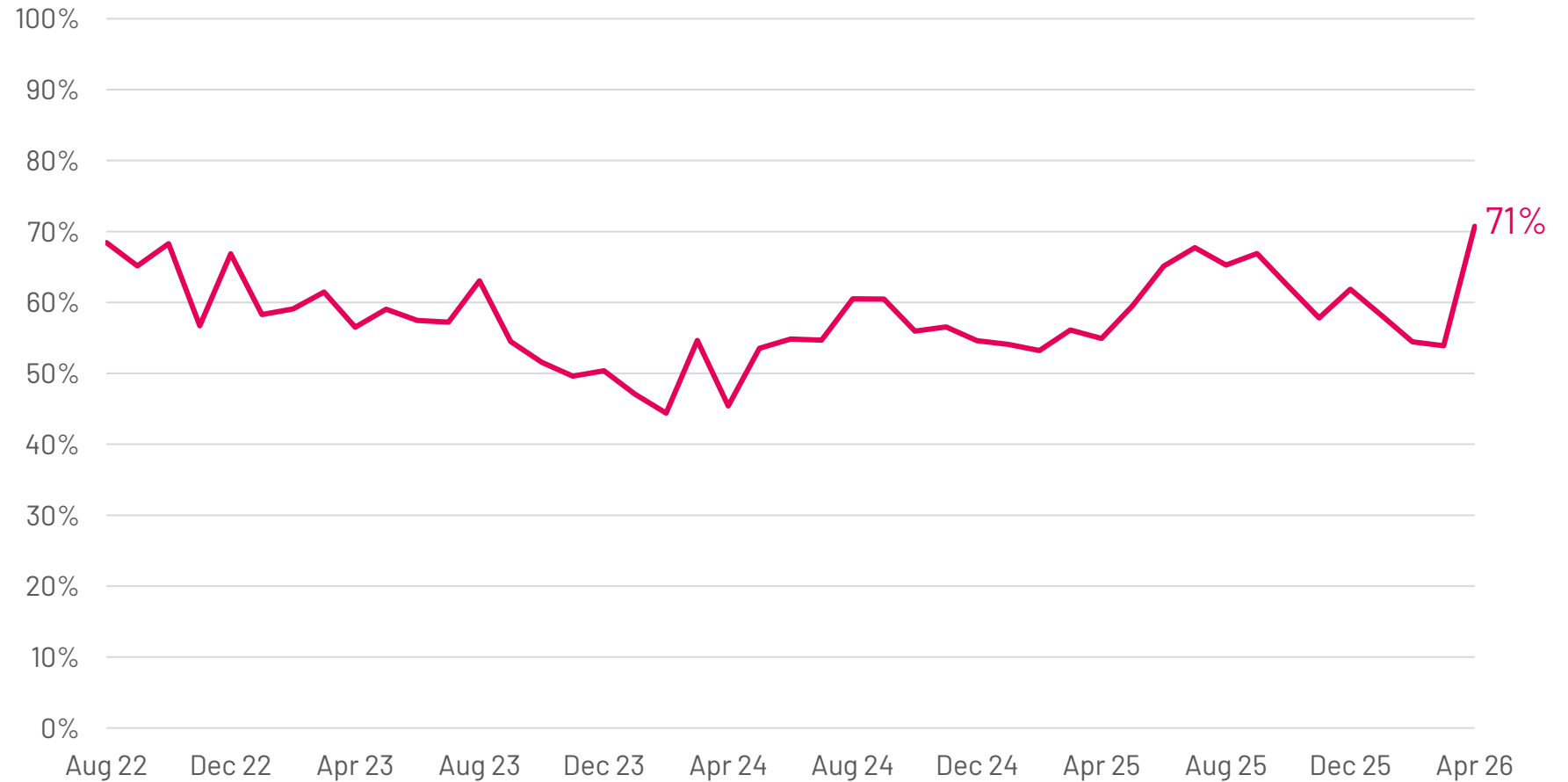
Thailand

% 'Very bad' or 'Somewhat bad'

Base: Representative sample of 24,032 adults aged 16-74 in 30 participating countries, March 20th 2026 - April 3rd 2026.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Apr 26

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





Personal financial outlook is cooling.
Only

36%

expect their financial situation to be
stronger in the next 6 months
(down from 50% in March)

Source: Ipsos Global Consumer Confidence Index, April 2026

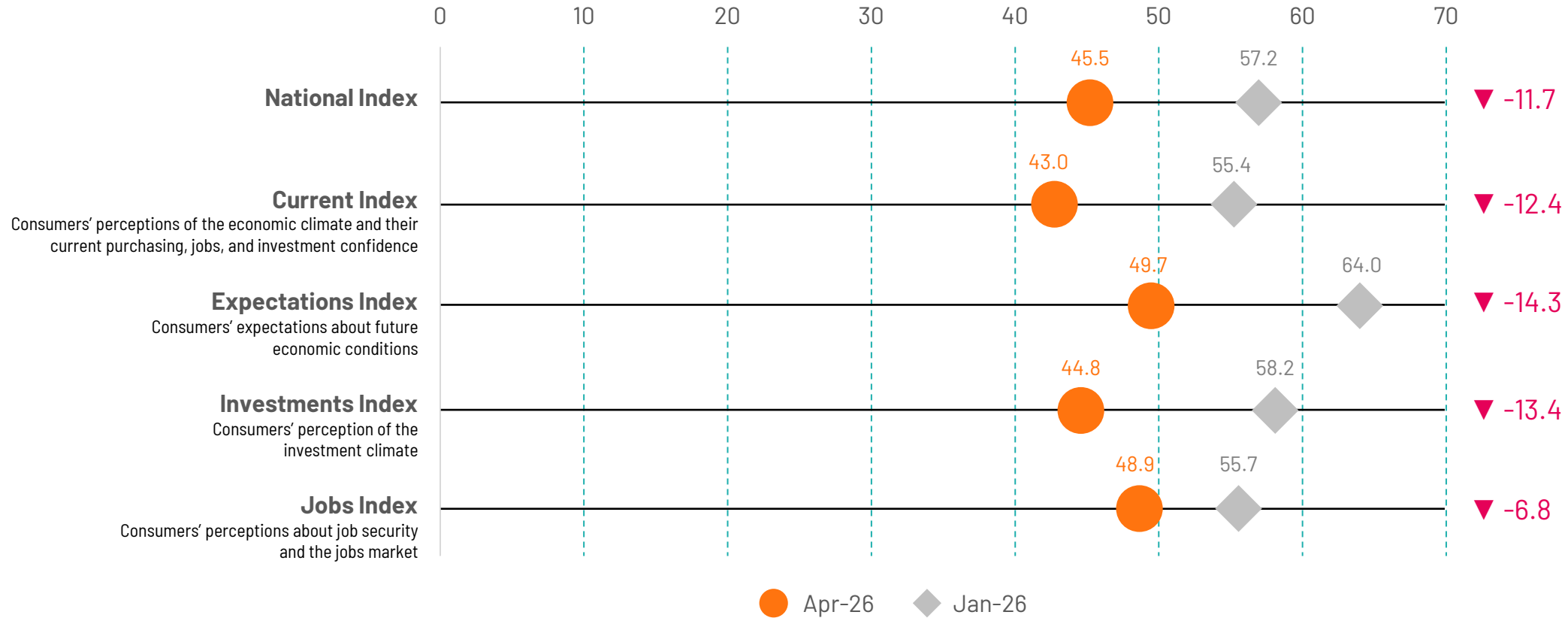


Ipsos' April 2026 *What Worries the World?* and *Consumer Confidence Index* surveys reveal a significant shift in Thais' sentiment.

Thailand's National Index: 45.5

-10.9 points vs. last month

April 2026 vs. January 2026: Notable losses across all Indices



Source: Ipsos Global Consumer Confidence Index, April 2026

Regional Mood Darkening:

5 of the 6

largest MoM confidence declines come from APAC markets



-10.9

Thailand



-6.1

Malaysia



-5.1

South Korea



-4.7

Japan



-4.6

Australia

The **second biggest decline** in confidence ever, only behind April 2020, which was the first reading after the start of the COVID-19 pandemic.

With declining confidence comes a sharp pullback in spending. Thai consumers are much less comfortable making major or household purchases compared to a month ago

62% 

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

(+18pp vs. Mar'26)
(+16pp 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?

51% 

Less comfortable making **other household purchases**

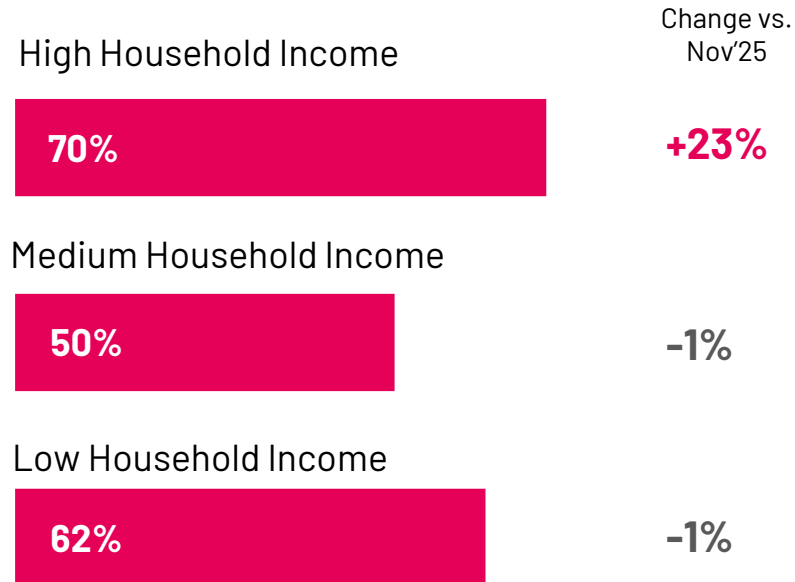
(+16pp vs. Mar'26)
(+15pp vs. last year)

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

High-Income Households Lead Surge in Spending Caution

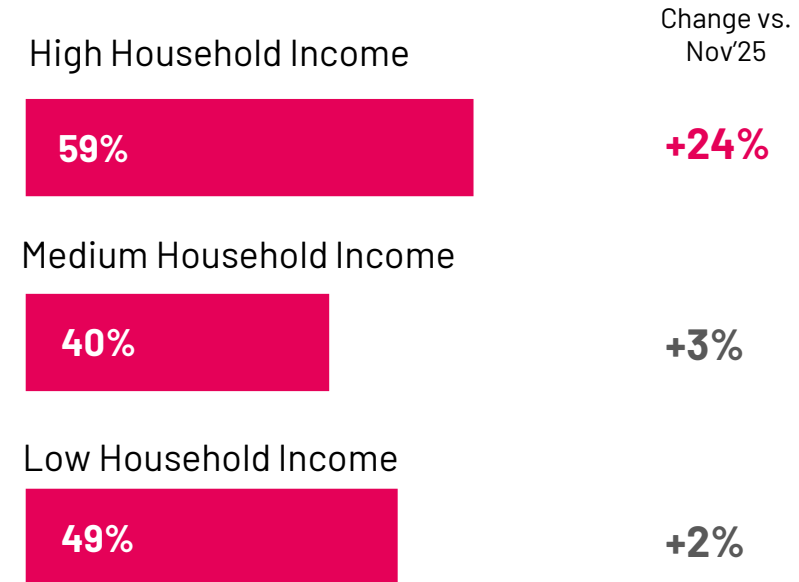
April 2026

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



April 2026

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



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

Base: Representative sample of Thai adults aged 20-74. c.500 per month
Source: Ipsos Global Advisor Filter: Country: Thailand | Current Wave: April 26

© Ipsos | What Worries Thailand? H1 2026



66%

of Thai consumers report spending less,
and with more caution

49%

reported buying more products on sale

47%

are taking more time to decide on new purchases

Source: UOB ASEAN Consumer Sentiment Study 2025

Long-term financial planning and stability are under increasing pressure

49%



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

(+11pp 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?

56%



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

(+15pp 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?

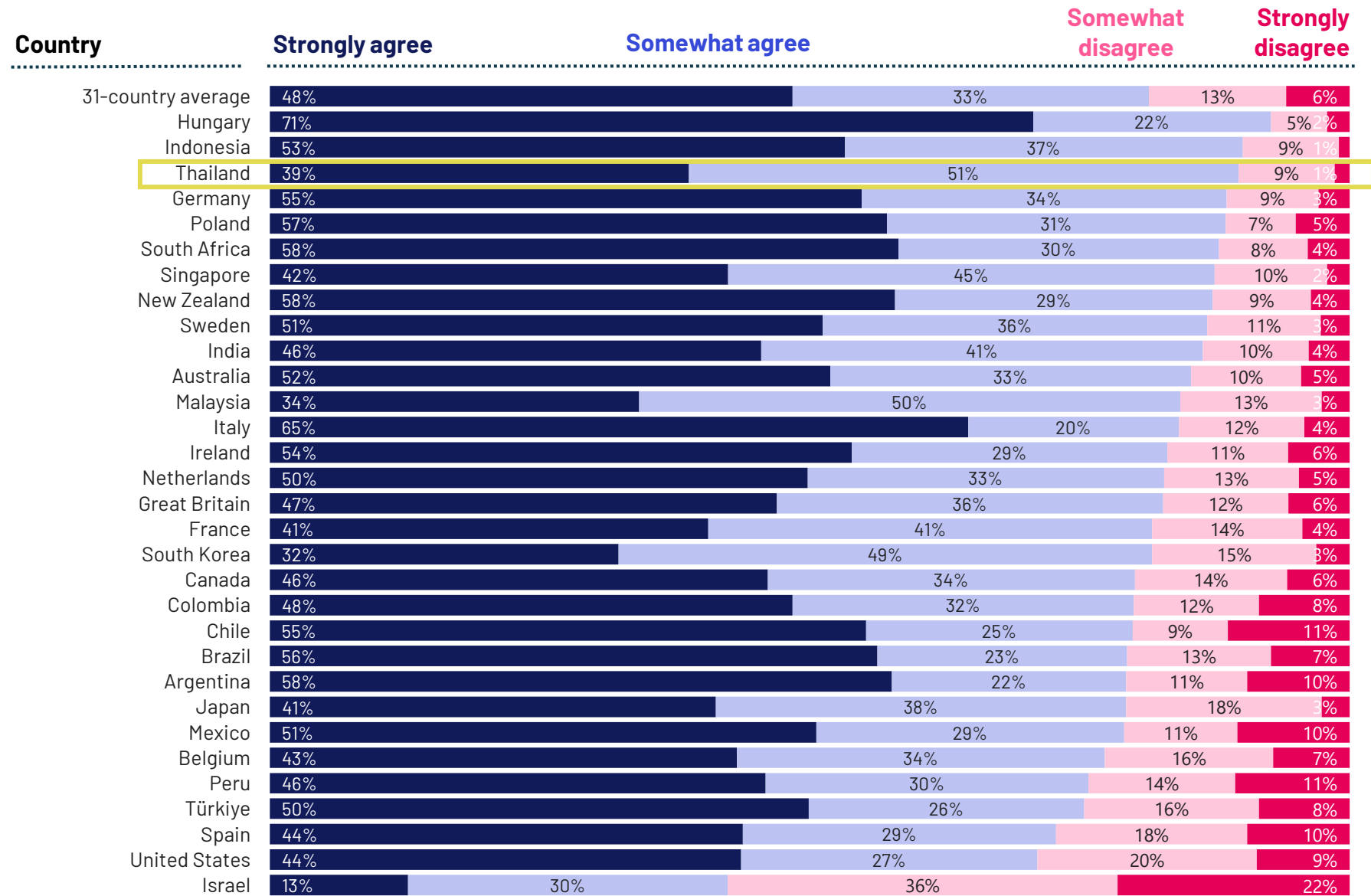
THE IRAN CONFLICT IS SHAPING PUBLIC CONCERNS



Worry about Military Conflict Between Nations Remains #3

To what extent do you agree or disagree with the following statements - [Country] should avoid getting involved militarily in the current conflict in the Middle East

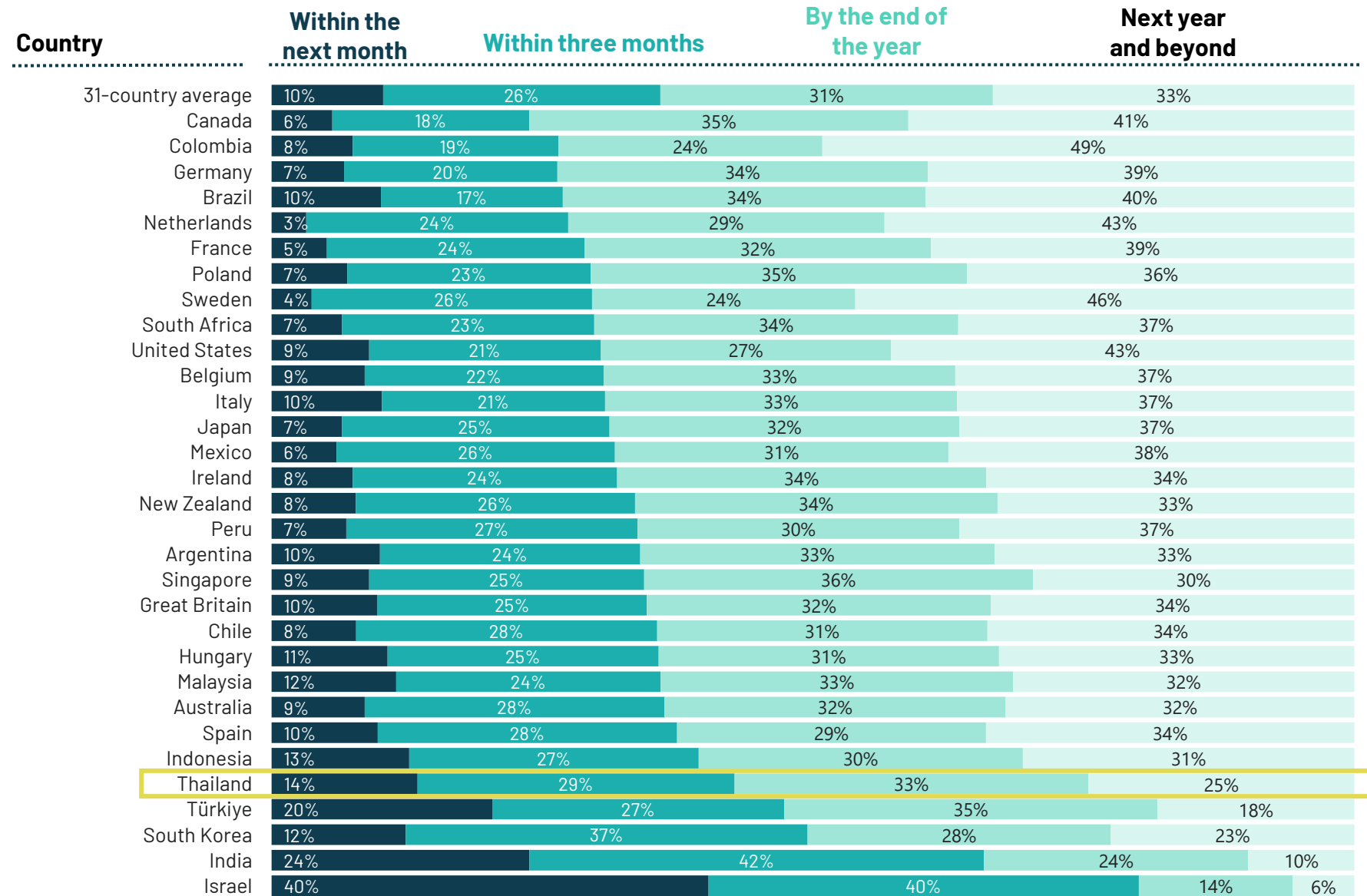
Base: 22,531 adults aged 16 and 74 in 31 countries, interviewed between 20 March and 3 April 2026



Majority foresees a long-term conflict

To what extent do you agree or disagree with the following statements - **How long do you think the current conflict involving Iran will last?**

Base: 22,531 adults aged 16 and 74 in 31 countries, interviewed between 20 March and 3 April 2026



Oil prices tumble as US-Iran deal hopes lift Hormuz reopening outlook

THURSDAY, MAY 07, 2024



THE NATION

THAILAND / ECONOMIC

อัตราเงินเฟ้อไทยสูงขึ้น 2.80% ในเม.ย. สูงสุดรอบ 38 เดือน ผลจากสงครามตะวันออกกลางดันราคาพลังงานพุ่ง

โดย นวรัตน์ อัญชลีพรไพฑูริย์ 06.05.2024



STORY: ทรัมป์ปฏิเสธข้อเสนออิหร่าน "ยอมรับไม่ได้" สงครามอิหร่าน-สหรัฐฯ ยังไม่จบ

© 11 พ.ค. 2569



คนอเมริกัน หวั่นน้ำมันแพงหนักกว่าสงครามอิหร่าน สะท้อนพิษเงินเฟ้อบับครัวเรือน

By ชฎาน เศรษฐกิจ

11 พ.ค. 69 | 14:19 น.



เงินเฟ้อไทย เม.ย.69 พุ่งแรง 2.89% จากระาคาอาหารขยับขึ้นแรงตามราคาน้ำมัน ทำให้อัตราเงินเฟ้อกลับมาบวกในรอบ 1 ปี นักวิเคราะห์คาดทั้งปีเกินกรอบ 3% จากระาคาน้ำมันที่ยังสูงและสินค้าราคาแพงขึ้น จัปตาหากสงครามยืดเยื้อนานกว่าที่คาด ดันเงินเฟ้อพุ่งแรงทะลุ 6%

วิกฤติพลังงานปะทุ สงครามยืดเยื้อ ดันราคาน้ำมันพุ่ง

By ทรงเทพ สุทธิกิจ



สงครามอิหร่านทำน้ำมันเครื่องบินขาดแคลน สะเทือนทั่วเอเชีย-ยุโรป

By ทนกร สรรพ คีตผลานันท์



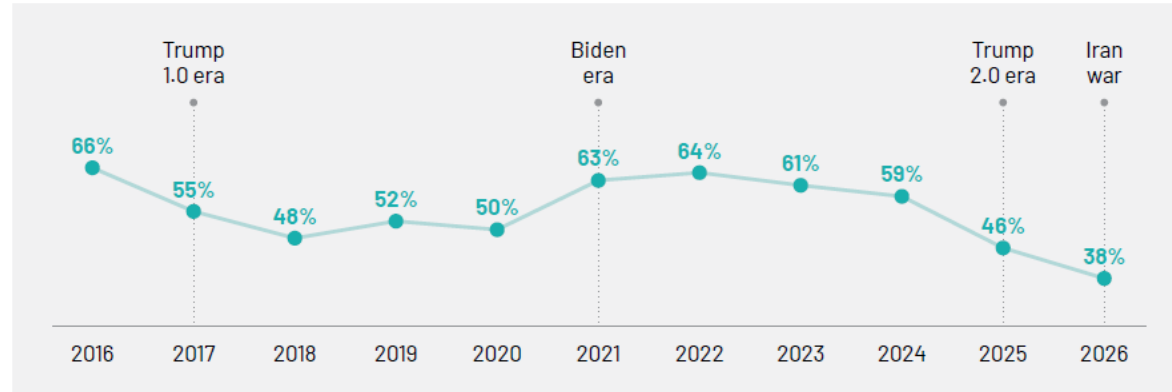
ราคาสินค้า-ค่าโดยสารพุ่งมากแค่ไหน? หลังเกิดสงคราม เทียบกับปีก่อน

ราคาสินค้า-ค่าโดยสาร	การเปลี่ยนแปลง % YoY
น้ำมันเชื้อเพลิง	↑ 30.23%
ค่าโดยสารเครื่องบิน (ต่างประเทศ)	↑ 24.09%
ค่าโดยสารเรือ	↑ 11.14%
ค่าโดยสารรถตู้ ระหว่างจังหวัด	↑ 10.12%
ค่าโดยสารรถแท็กซี่ /รถสองแถว	↑ 9.24%
ค่าโดยสารสาธารณะ (รวม)	↑ 8.82%
ค่าโดยสารรถประจำทางปรับอากาศชั้น 1	↑ 6.68%
ค่าโดยสารรถจักรยานยนต์รับจ้าง	↑ 4.94%
ค่าโดยสารรถตู้ ระหว่างอำเภอ	↑ 3.26%
อาหารพร้อมทาน	↑ 2.51%
เครื่องดื่มไม่มีแอลกอฮอล์	↑ 1.35%
สิ่งที่เกี่ยวข้องกับค่าภาษีอากร	↑ 0.04%

America's Reputation is Taking a Hit

America's Reputation Over Time

% saying the U.S. will have an overall strongly / somewhat positive influence on world affairs over the next decade.
20- country average*



*Change for 20-country average is based on the countries which were in all editions of the Ipsos for the Halifax Security Forum report since 2016.
Source: Ipsos



Only 39%

globally see the **US** as a **positive global force**

Thailand: 54% (-14pp vs. Oct'25)



50%

view **China** positively

Thailand: 74% (+3pp vs. Oct'25)

Chinese Brands Secure 3 of the Top 5 Spots at Motor Show 2025

 ยอดจอร์ถยนต์ MOTOR SHOW 2025 																																																																								
ครั้งที่ 46 : 24 มีนาคม - 6 เมษายน 2568 (14 วัน)																																																																								
ยอดจอร์ถยนต์ (+44.8%) 77,379 คัน	<table border="1"> <tr> <td>1</td> <td> BYD 10,353 คัน </td> <td>2</td> <td> Toyota 9,615 คัน</td> <td>3</td> <td> GAC AION 7,018 คัน</td> </tr> <tr> <td>4</td> <td> Deepal 6,589 คัน</td> <td>5</td> <td> Honda 5,948 คัน</td> <td>6</td> <td> MG 5,910 คัน</td> </tr> <tr> <td>7</td> <td> Mitsubishi 4,398 คัน</td> <td>8</td> <td> Nissan 3,139 คัน</td> <td>9</td> <td> Isuzu 2,989 คัน</td> </tr> <tr> <td>10</td> <td> OMODA JAECCO 2,568 คัน</td> <td>11</td> <td> Mazda 2,353 คัน</td> <td>12</td> <td> XPENG 1,399 คัน</td> </tr> <tr> <td>13</td> <td> NETA 1,219 คัน</td> <td>14</td> <td> ZEEKR 1,196 คัน</td> <td>15</td> <td> Suzuki 1,023 คัน</td> </tr> <tr> <td>16</td> <td> GEELY 1,018 คัน</td> <td>17</td> <td> Ford 1,001 คัน</td> <td>18</td> <td> BENZ 870 คัน</td> </tr> <tr> <td>19</td> <td> RIDDARA 671 คัน</td> <td>20</td> <td> BMW 630 คัน</td> <td>21</td> <td> Hyundai 582 คัน</td> </tr> <tr> <td>22</td> <td> Volvo 366 คัน</td> <td>23</td> <td> MINI 202 คัน</td> <td>24</td> <td> KIA 507 คัน</td> </tr> <tr> <td>25</td> <td> Lexus 84 คัน</td> <td>26</td> <td> Audi 128 คัน</td> <td>27</td> <td> Juneyao 128 คัน</td> </tr> <tr> <td>28</td> <td> Porsche 75 คัน</td> <td>29</td> <td> Peugeot 28 คัน</td> <td>30</td> <td> Jeep 16 คัน</td> </tr> <tr> <td>31</td> <td> Maserati 12 คัน</td> <td>32</td> <td> Aston Martin 4 คัน</td> <td>33</td> <td> Rolls-Royce 4 คัน</td> </tr> <tr> <td>33</td> <td> Others 377 คัน</td> <td colspan="3"></td> </tr> </table>	1	 BYD 10,353 คัน 	2	 Toyota 9,615 คัน	3	 GAC AION 7,018 คัน	4	 Deepal 6,589 คัน	5	 Honda 5,948 คัน	6	 MG 5,910 คัน	7	 Mitsubishi 4,398 คัน	8	 Nissan 3,139 คัน	9	 Isuzu 2,989 คัน	10	 OMODA JAECCO 2,568 คัน	11	 Mazda 2,353 คัน	12	 XPENG 1,399 คัน	13	 NETA 1,219 คัน	14	 ZEEKR 1,196 คัน	15	 Suzuki 1,023 คัน	16	 GEELY 1,018 คัน	17	 Ford 1,001 คัน	18	 BENZ 870 คัน	19	 RIDDARA 671 คัน	20	 BMW 630 คัน	21	 Hyundai 582 คัน	22	 Volvo 366 คัน	23	 MINI 202 คัน	24	 KIA 507 คัน	25	 Lexus 84 คัน	26	 Audi 128 คัน	27	 Juneyao 128 คัน	28	 Porsche 75 คัน	29	 Peugeot 28 คัน	30	 Jeep 16 คัน	31	 Maserati 12 คัน	32	 Aston Martin 4 คัน	33	 Rolls-Royce 4 คัน	33	 Others 377 คัน			
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www.autolifethailand.tv																																																																								

Energy volatility has a big effect in Thailand.

Almost half Thais say they can't live without a car.
6 in 10 says EV is appealing to them.

49%



on average in Thailand think **living without a car is impossible.**

Above the 31-country average (**43%**).

60%



say driving an **EV is appealing to me.** Support for EVs is lower in North America (**35%**) and Europe (**38%**).

Implications for Businesses & Brands

Value and reassurance are becoming the new brand currency:

Across Asia Pacific, consumers are reacting to inflation, fuel volatility, and economic uncertainty by prioritizing essentials, delaying discretionary purchases, and becoming more value-conscious. Brands can no longer rely on pricing or premium positioning alone – they need to demonstrate practical value, affordability, reliability, and emotional reassurance. Messaging that emphasizes stability, transparency, and helping consumers “navigate uncertainty” will resonate more strongly than aspirational branding.

Energy volatility is accelerating shifts toward sustainable and low-cost alternatives:

The crisis is speeding up adoption of EVs, hybrids, renewable energy, alternative mobility, and energy-saving behaviors across markets. Businesses should view sustainability not only as a long-term ESG agenda, but as an immediate consumer and economic need tied to affordability and resilience. Brands that make sustainable choices accessible, cost-efficient, and practical will gain stronger relevance and future competitiveness.

Localized strategies and resilient supply chains are now critical competitive advantages:

Each market is responding differently depending on energy dependence, government intervention, political stability, and consumer sentiment. This reinforces that regional or global “one-size-fits-all” strategies are increasingly ineffective. Brands and businesses need deeper local consumer understanding, flexible pricing and sourcing strategies, and stronger supply chain resilience to adapt quickly to changing market conditions and maintain trust.

IPSOS CONSUMER SENTIMENT: April 2026 – Thailand

A monthly digest of the latest insights and trends in consumer behaviour.



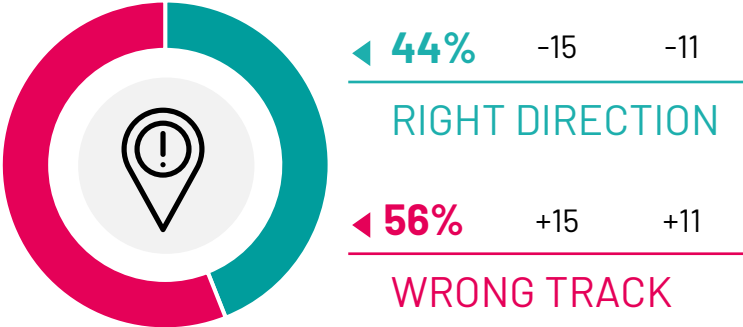
Top five worries

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

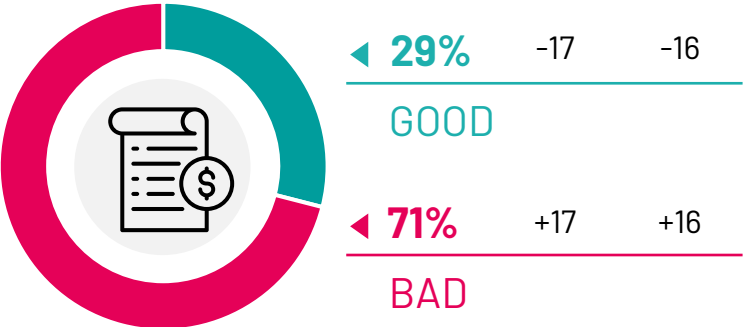
		change vs. last month	change vs. last year
Financial/political corruption	49%	-5	+10
Poverty & social inequality	41%	+6	+2
Military conflict between nations	27%	-2	+20
Inflation	27%	+4	-4
Crime & violence	24%	+1	-3

State of the country and economy

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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



Personal situation

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



Q: Looking ahead six months from now, do you expect your **personal financial situation** to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Base: Representative sample of Thai adults aged 20-74. c.500 per month
 Source: Ipsos Global Advisor Filter: Country: Thailand | Current Wave: April 26



IPSOS CONSUMER SENTIMENT: April 2026 – Asia Pacific



A monthly digest of the latest insights and trends in consumer behaviour.

Top five worries

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

		change vs. last month	change vs. last year
Inflation	38%	+3	+1
Unemployment	36%	=	+2
Poverty & social inequality	26%	=	+1
Financial/political corruption	24%	-5	-6
Military conflict between nations	21%	+7	+12

State of the country and economy

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



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



Personal situation

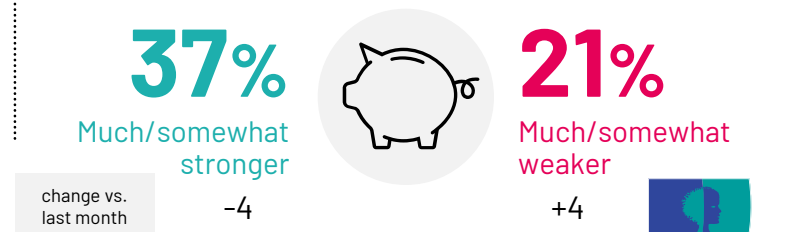
Q: Compared to 6 months ago, are you NOW more or less comfortable making a **major purchase**, like a home or car?



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



Q: Looking ahead six months from now, do you expect your **personal financial situation** to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Base: Representative sample of APAC adults c.5000

Source: Ipsos Global Advisor Filter: Region: APAC (Australia, China, India, Indonesia, Japan, Malaysia, Singapore, South Korea, Thailand) | Current Wave: April 26



**Download:
Brand Shifts in Asia Pacific
Amid the Iran Conflict**



Methodology: What Worries the World – April 2026

This 29-country Global Advisor survey was conducted between March 20th 2026 and April 3rd 2026 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

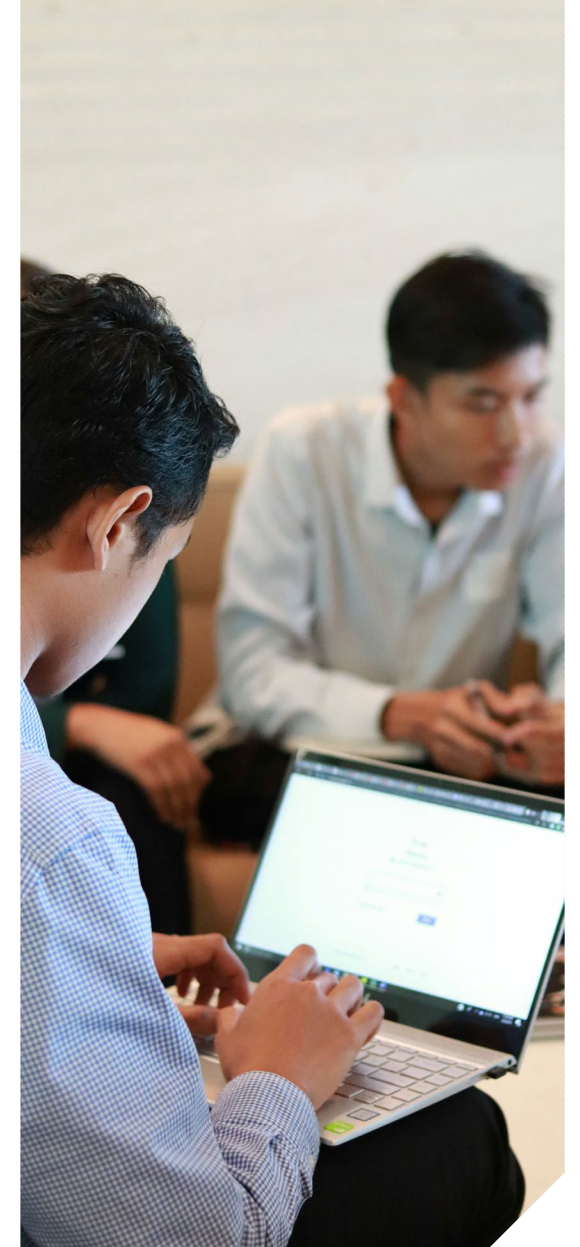
classes A, B and C in metros and tier 1-3 town classes across all four zones.

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: Consumer Confidence Index – April 2026

These findings are based on data from a monthly 30-country survey conducted by Ipsos on its Global Advisor online survey platform. They are first reported each month by LSEG as the Primary Consumer Sentiment Index (PCSI).

The results are based on interviews with over 21,000 adults aged 18+ in India, 18-74 in Canada, Ireland, Israel, Malaysia, South Africa, Turkey, 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 1,000+ individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, India, Italy, Japan, Spain, and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

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, India, Indonesia, Israel, Ireland, 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 countries should be viewed as reflecting the views of the more “connected” segment of their populations. The data is weighted so that the composition of the sample in each country best reflects the demographic profile of the adult population according to the most recent census data.

The global indices and averages reported here reflect the average result for all the countries and markets in which the survey was conducted. They have not been adjusted to the population size of each country or market and are not intended to suggest “total” results. Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of Ipsos online surveys is calculated using a Bayesian credibility interval with a survey of N=1,000 being accurate to +/- 3.5 percentage points and a survey of N=500 being accurate to +/- 5.0 percentage points. For more information on credibility intervals, visit this page.

For the Global Index, significant changes are +/- 0.5 point. For individual countries, significant changes are +/- 2.0 points.

The LSEG/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments. The PCSI metrics reported each month for each of the countries surveyed consist of a “Primary Index” based on all 10 questions below and of several “sub-indices” each based on a subset of these 10 questions.

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

*Starting this month, interviews in India are being conducted on the Ipsos Global Advisor platform. In previous months, interviews were conducted on the IndiaBus platform and were a mix of face-to-face and online interviews. Due to this methodology change, there are no month-over-month or year-over-year comparisons for India in this edition of our report.

Methodology: Attitudes to the Iran Conflict

The questions on the conflict in the Middle East are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform, between Friday, March 20, and Friday, April 3, 2026. For this survey, Ipsos interviewed a total of 22,531 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Israel, 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 questions on countries reputation are the a 31-country survey conducted by Ipsos on its Global Advisor online platform, between Friday, March 20, and Friday, April 3, 2026. For this survey, Ipsos interviewed a total of 22,031 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, India, Italy, Japan, the Netherlands, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye.

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, India, Indonesia, Ireland, Israel, 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.

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.

Methodology: Mobility Report

These are the results of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, November 21 and Friday, December 5, 2025. For this survey, Ipsos interviewed a total of 23,722 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, mainland China, France, Germany, Great Britain, Italy, Japan, 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, mainland China, 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.

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