THE IPSOS COST OF LIVING MONITOR

A 30-country Global Advisor Survey

November 2025

The *Ipsos Cost of Living Monitor* in numbers

31%

expect their disposable income to fall in the next year. In many parts of Europe and in North America, the balance of opinion is that they will have less to spend rather than more..

68%

think the rate of inflation will rise in their country. Up 3pp since November 2024.

46%

feel interest rates in their country will rise, much lower than in November 2023 (58%).

66%

in France think the unemployment rate in the country will rise. This is the highest figure we have recorded for France since we started the *Ipsos Cost of Living Monitor* in April 2022.

Biggest contributors to the rising cost of living:

- State of the global economy: 72%
- The policies of my government: 68%
- Interest rates in my country: 65%
- Business making excessive profits: 62%
- The Russian invasion of Ukraine: 55%

1. For some things have improved in the last year

For some countries it feels like things have turned a corner in the last 12 months. While inflation started to fall in many countries in 2023 it has taken some time for people to be more satisfied with the situation. On average across 30 countries, 37% say they are living comfortably/doing alright, while 32% are just getting by and 27% struggling.

In Australia, where inflation and interest rates have come down in the 12 months, we see the proportion say they are comfortable/doing alright is up 11 percentage points (pp) since autumn last year. Forty-seven per cent say this is the case the highest level since April 2023.

In Great Britain we see a similar trend. In November 2024 45% said they were financially comfortable/alright, this is now up to 51%. Since we started tracking perceptions of inflation and cost of living in April 2022, this is the highest level of comfort Brits have reported.

In Indonesia things are going in the other direction. 2025 has been a year of economic turmoil for Indonesians and since last autumn we have seen the proportion who are comfortable/alright fall by 7pp to 31%. People are not only worried about their finances but the country's as well. Sixty-three per cent think the country is already in recession. Before last month, those who thought [the country's economy was good shape]had fallen 38pp since December 2024. In October we saw an improvement in optimism (up 12pp to 40%) following the government's new economic plans.

Ipsos in Indonesia Country Manager, Hansal Savla, highlights the effect this has had in the country. "Through various fiscal and stimulus policies, the government has sought to maintain household purchasing power and restore confidence in the economy. One of these initiatives includes a Rp200 trillion incentive package aimed at bolstering the real sector, creating jobs, and driving household consumption.

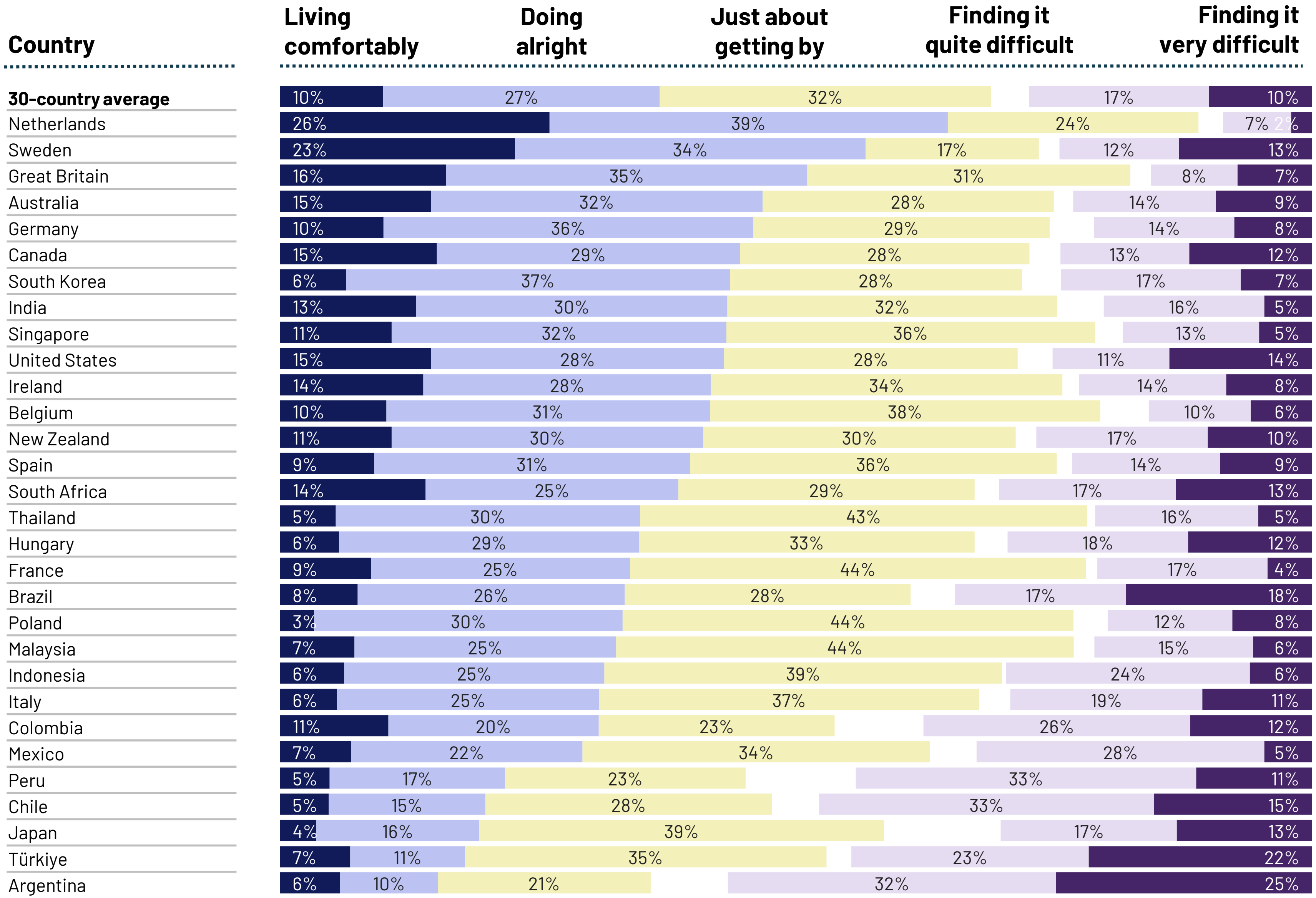
"In addition, the recent cabinet reshuffle has been viewed by both market players and the public as a positive signal."

47%

in Australia say they are living comfortably/doing alright. Up 11pp since November 2024.

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

Would you say you are...?



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

In some countries more say they are financially better than a year ago

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

Would you say you are...?

% change between September 2025 and November 2024 of those living comfortably/Doing alright

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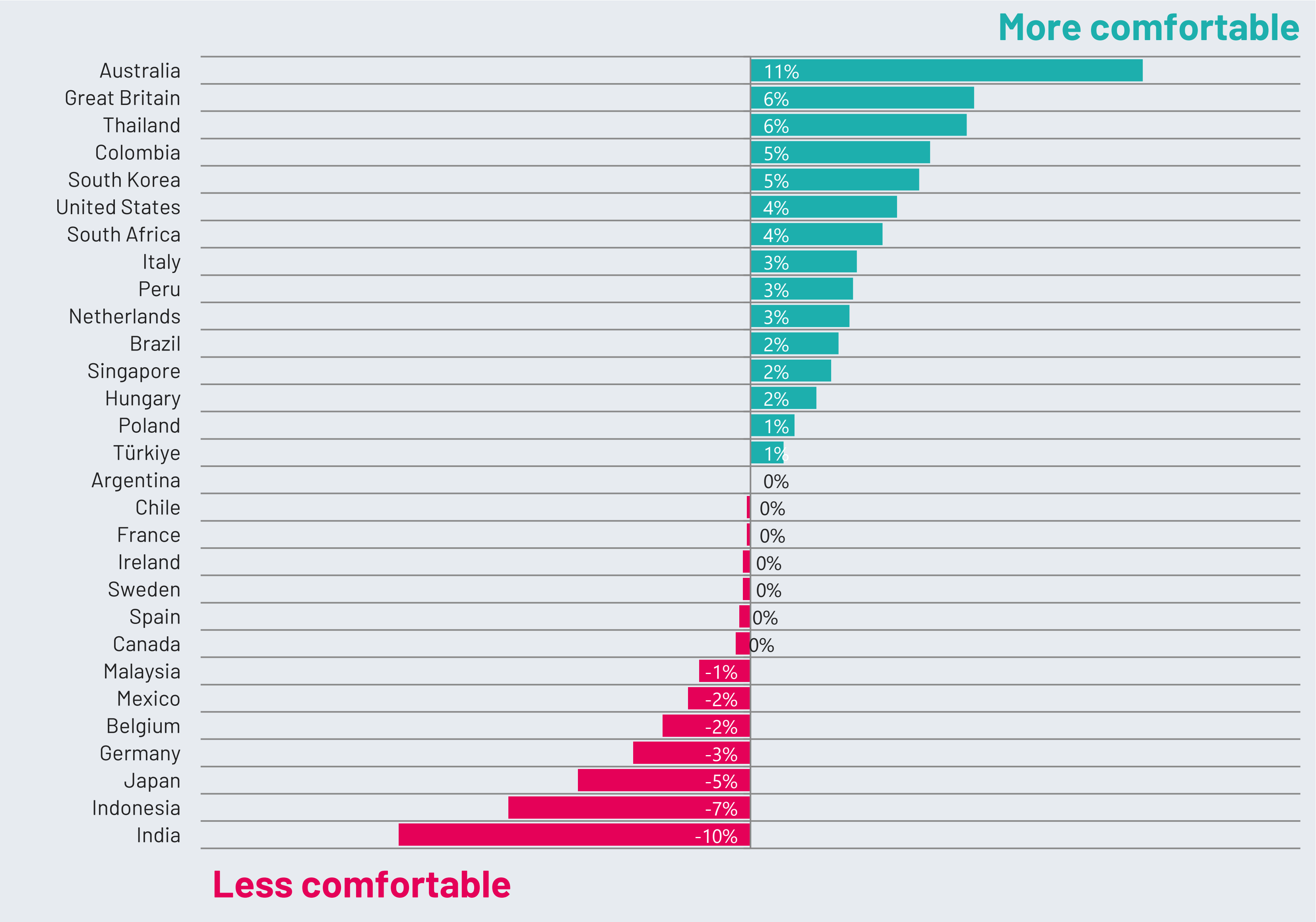

Countries in LATAM are more likely to think their economy is doing well, but they themselves are not. While in South Korea and Sweden the reverse is true, where they are happy with their own financial situation but concerned with their country's economy.

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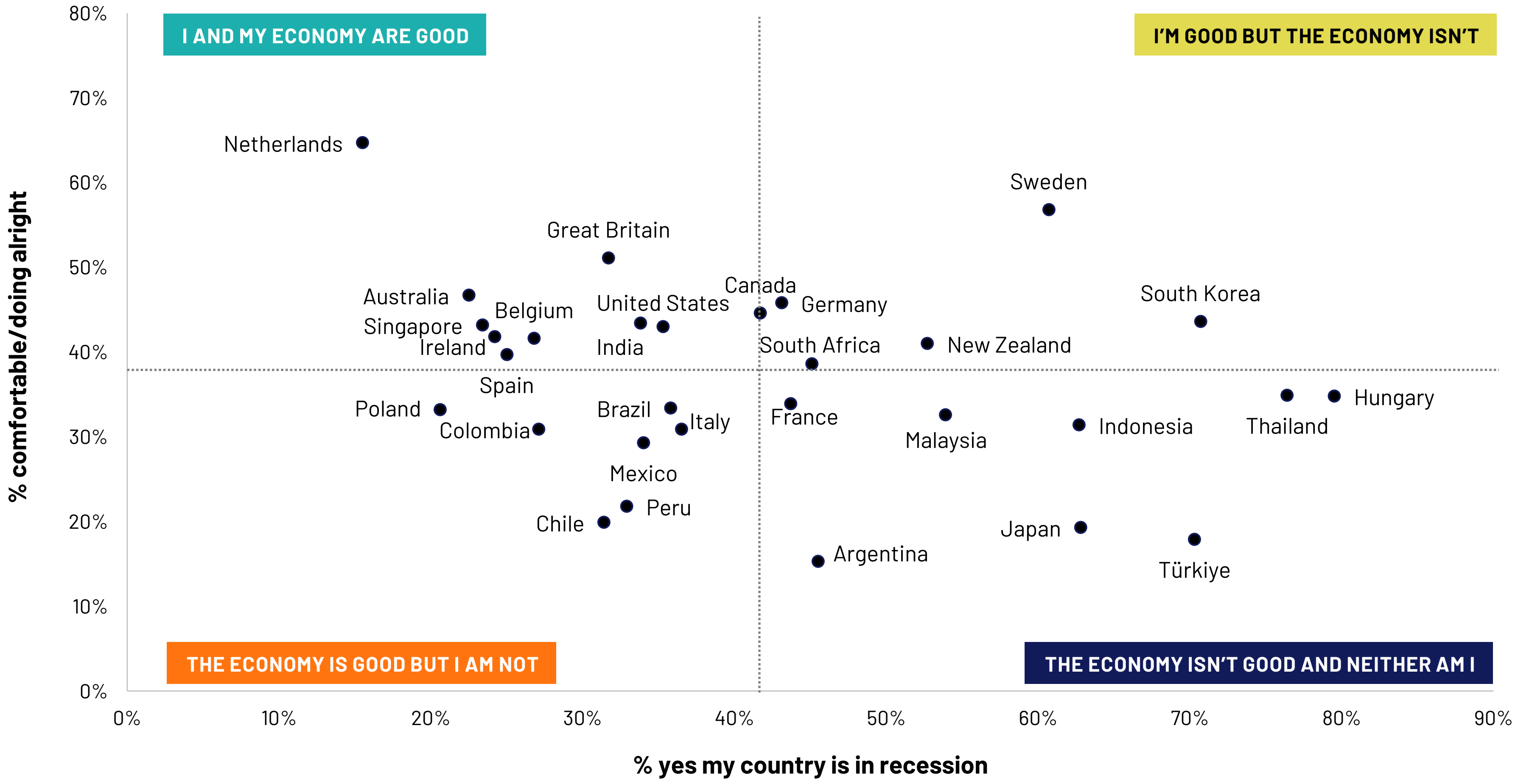
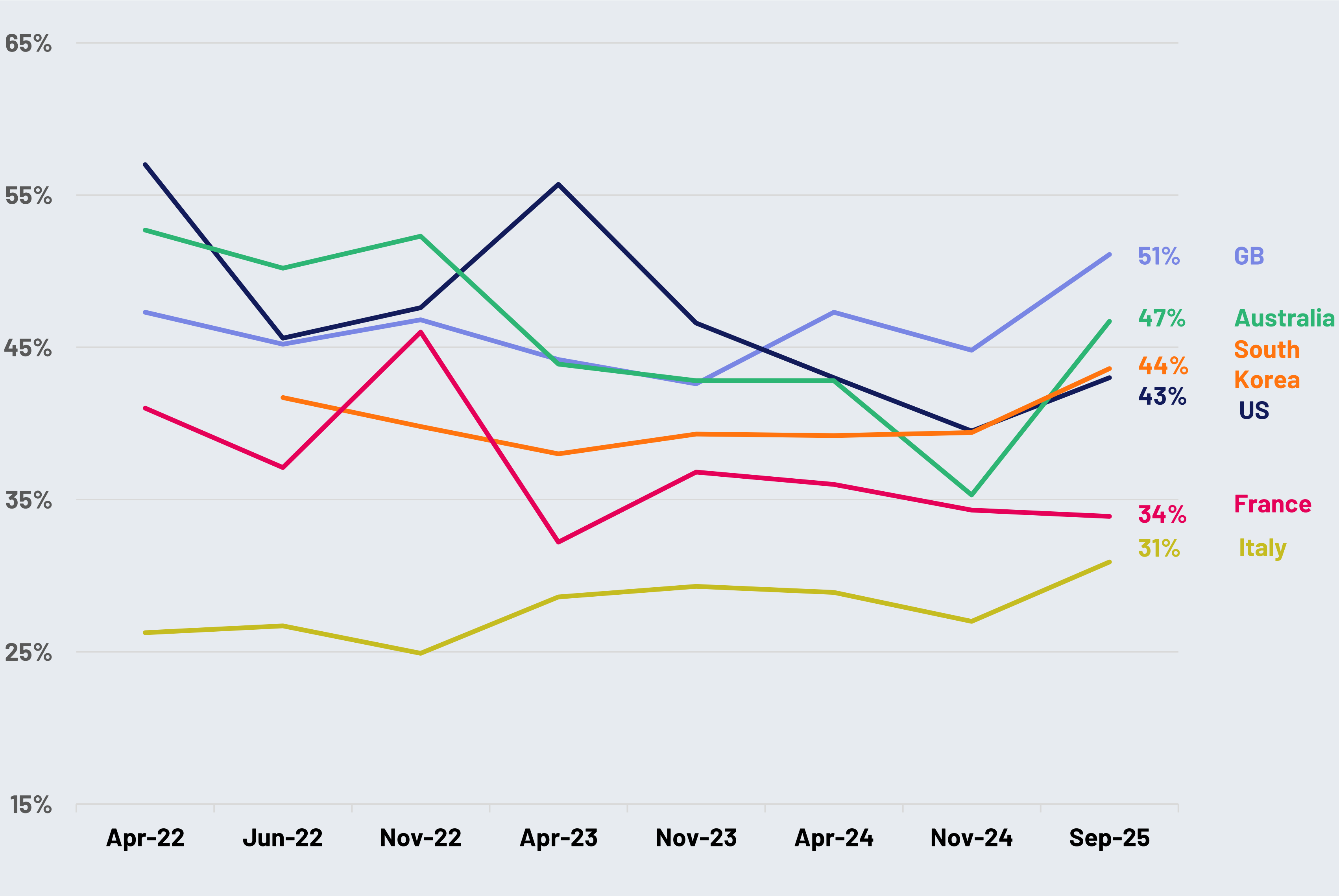
I am comfortable/doing alright vs yes my country is in recession



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

Would you say you are...?

% Living comfortably/Doing alright



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2. While some feel comfortable now, the future is less positive

On average across the 30 countries surveyed feelings are mixed about what the future holds. As many think their disposable income will rise as think it will fall. The same think it will stay the same. However, when we look at this on a country level things are less equal.

Many in Europe and in English-speaking countries are feeling relatively positive about their current financial situation. However, these same countries do not find that will stay good.

Many of these countries are more likely to think their disposable income will fall in the next year than rise. Even somewhere like the Netherlands, the country where people are most content with their finances, 35% think their disposable income will fall in the next year.

This is the same in Sweden. While 57% are doing financially well/alright, a growing proportion of Swedes think 2026 will see things get worse. Twenty-five per cent in November 2024 expected their disposable income to fall in the following 12 months, in the autumn of 2025 this has risen to 31%. Those that think their standard of living will fall has risen from 18% to 29%.

People in France are the most likely to think they will have less money to spend after bills in the next year. Forty-four per cent think their disposable income will decline in the next year. While 41% in France think their standard of living will fall in 2026, which is up 4pp since autumn last year.

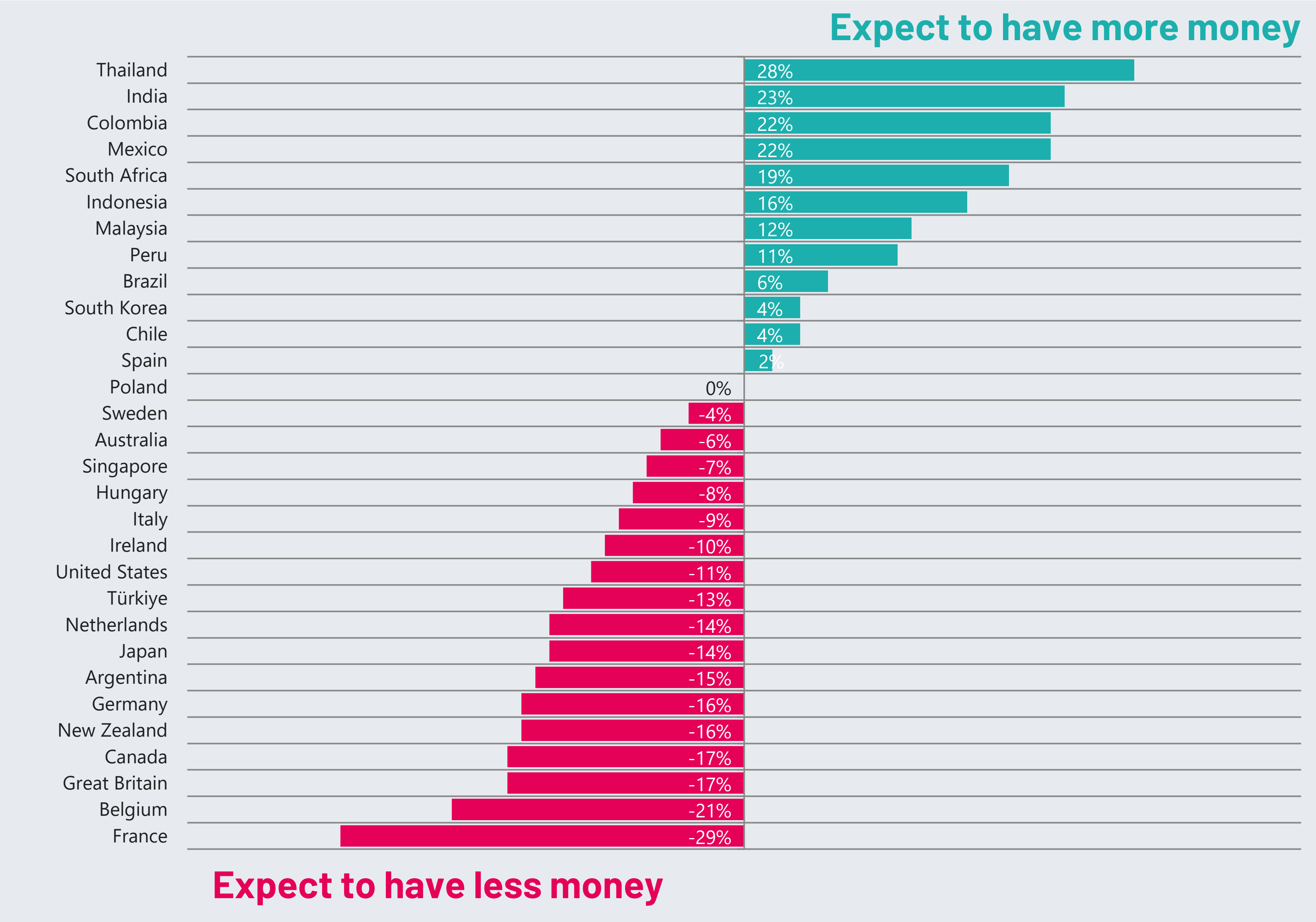
41%

in France think their standard of living will fall over the next year. Up 4pp since November 2024.

More people in Europe and North America think they will have less money to spend.

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

Net my disposable income will rise vs fall



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While doing financially well at the moment, people in Europe and English-speaking countries are pessimistic for the future. Many in those countries think their disposable income will fall in the next year.

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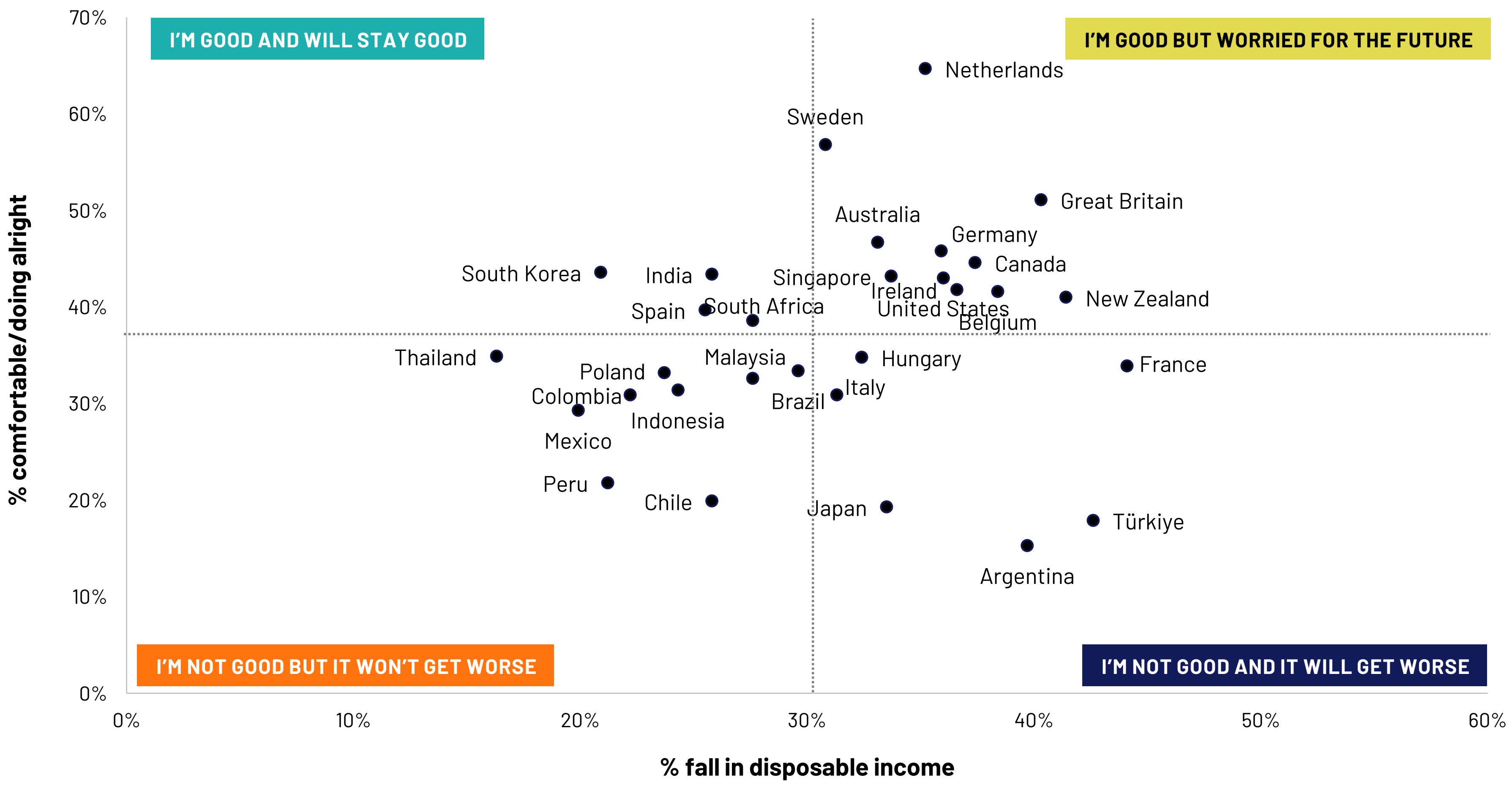
I am comfortable/doing alright now vs my disposable income will fall



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)

Country	Rise a lot	Rise a little	Stay the same	Fall a little	Fall a lot	Rise	Fall
30-country average	8%	22%	36%	20%	11%	29%	31%
India	21%	28%	17%	17%	9%	49%	26%
South Africa	16%	30%	22%	15%	12%	46%	28%
Colombia	13%	32%	30%	16%	7%	45%	22%
Thailand	13%	31%	37%	12%	4%	44%	16%
Mexico	11%	31%	37%	15%	5%	41%	20%
Indonesia	12%	28%	34%	13%	11%	40%	24%
Malaysia	9%	30%	32%	18%	9%	39%	28%
Brazil	11%	24%	31%	16%	13%	35%	30%
Peru	5%	27%	39%	16%	5%	31%	21%
Chile	6%	24%	40%	18%	8%	31%	26%
Türkiye	10%	20%	26%	22%	21%	30%	43%
Australia	5%	23%	35%	22%	12%	28%	33%
Sweden	7%	20%	37%	22%	9%	27%	31%
Singapore	5%	22%	36%	24%	10%	27%	34%
Spain	6%	21%	45%	18%	7%	27%	26%
Ireland	8%	19%	34%	23%	14%	26%	37%
United States	8%	17%	32%	20%	16%	25%	40%
Argentina	6%	19%	30%	22%	18%	25%	41%
New Zealand	7%	18%	31%	26%	15%	25%	36%
South Korea	3%	22%	50%	15%	6%	25%	21%
Hungary	6%	19%	39%	20%	13%	25%	32%
Poland	4%	20%	45%	16%	8%	24%	24%
Great Britain	6%	17%	33%	27%	13%	23%	40%
Italy	5%	17%	43%	20%	11%	22%	31%
Netherlands	3%	18%	41%	26%	9%	22%	35%
Canada	5%	15%	38%	23%	14%	20%	37%
Japan	5%	15%	39%	23%	11%	20%	34%
Germany	3%	17%	42%	22%	14%	20%	36%
Belgium	5%	13%	39%	26%	13%	18%	38%
France	4%	11%	38%	29%	15%	15%	44%

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

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

Country	Rise a lot	Rise a little	Stay the same	Fall a little	Fall a lot	Rise	Fall
30-country average	8%	21%	41%	18%	8%	30%	26%
Colombia	19%	34%	29%	11%	4%	53%	15%
India	22%	29%	18%	14%	8%	51%	22%
South Africa	22%	28%	26%	12%	8%	50%	20%
Malaysia	11%	34%	33%	14%	6%	45%	19%
Mexico	12%	31%	38%	14%	2%	42%	17%
Indonesia	14%	28%	39%	12%	7%	41%	19%
Brazil	12%	27%	31%	17%	9%	39%	26%
Thailand	11%	27%	41%	14%	4%	38%	19%
Peru	6%	30%	39%	14%	4%	36%	18%
Chile	7%	27%	44%	14%	5%	34%	19%
United States	13%	19%	38%	17%	8%	32%	25%
Australia	8%	22%	42%	17%	7%	30%	24%
Ireland	9%	21%	36%	21%	9%	30%	30%
Singapore	8%	21%	47%	16%	6%	28%	22%
New Zealand	8%	20%	44%	20%	8%	28%	27%
Argentina	6%	21%	37%	18%	11%	27%	30%
Sweden	5%	21%	45%	19%	8%	25%	27%
Spain	5%	20%	47%	19%	6%	25%	25%
Great Britain	8%	16%	43%	22%	7%	25%	29%
Türkiye	9%	15%	29%	25%	19%	24%	44%
Canada	7%	17%	45%	20%	8%	24%	27%
South Korea	3%	19%	53%	17%	6%	22%	23%
Poland	3%	18%	50%	16%	7%	21%	23%
Netherlands	4%	17%	54%	17%	6%	20%	23%
Belgium	4%	15%	43%	24%	9%	20%	33%
Italy	3%	16%	50%	18%	9%	19%	27%
Germany	3%	14%	49%	20%	11%	17%	31%
France	4%	12%	40%	30%	11%	17%	41%
Hungary	4%	11%	46%	21%	14%	15%	35%
Japan	2%	9%	47%	26%	12%	10%	38%

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

3. More think inflation rates will rise, but fewer expect interest rates to increase

As discussed already what we see is even in countries were people are doing reasonably well, there is a belief that the cost of living crisis is a thing of the past.

There has been a jump in belief across many countries in our survey that inflation is going to rise.

In the US the proportion who inflation will be higher in 2026 is up 14pp in the last year to 65%.

Greater cost of living pressures has fed into Americans thinking they will have less disposable income, and the standard of living will fall in the next 12 months.

Coupled with this the proportion of Americans who feel they are doing financially well/doing alright is 13pp lower than it was in April 2023.

When we look across 30 countries, 68% on average think the rate of inflation in their country is going to rise in the next year. Only 9% think it is going to fall.

Despite this expectation that inflation will go up over the next year has risen, there is less belief that central banks will increase interest rates to control it.

On average 46% think interest rates in their country will increase.

This belief is highest in South Africa and LATAM. Brazil, Mexico, Colombia and Argentina make up the rest of the top five.

In Argentina those that think inflation will increase is 10pp higher than the same period last year.

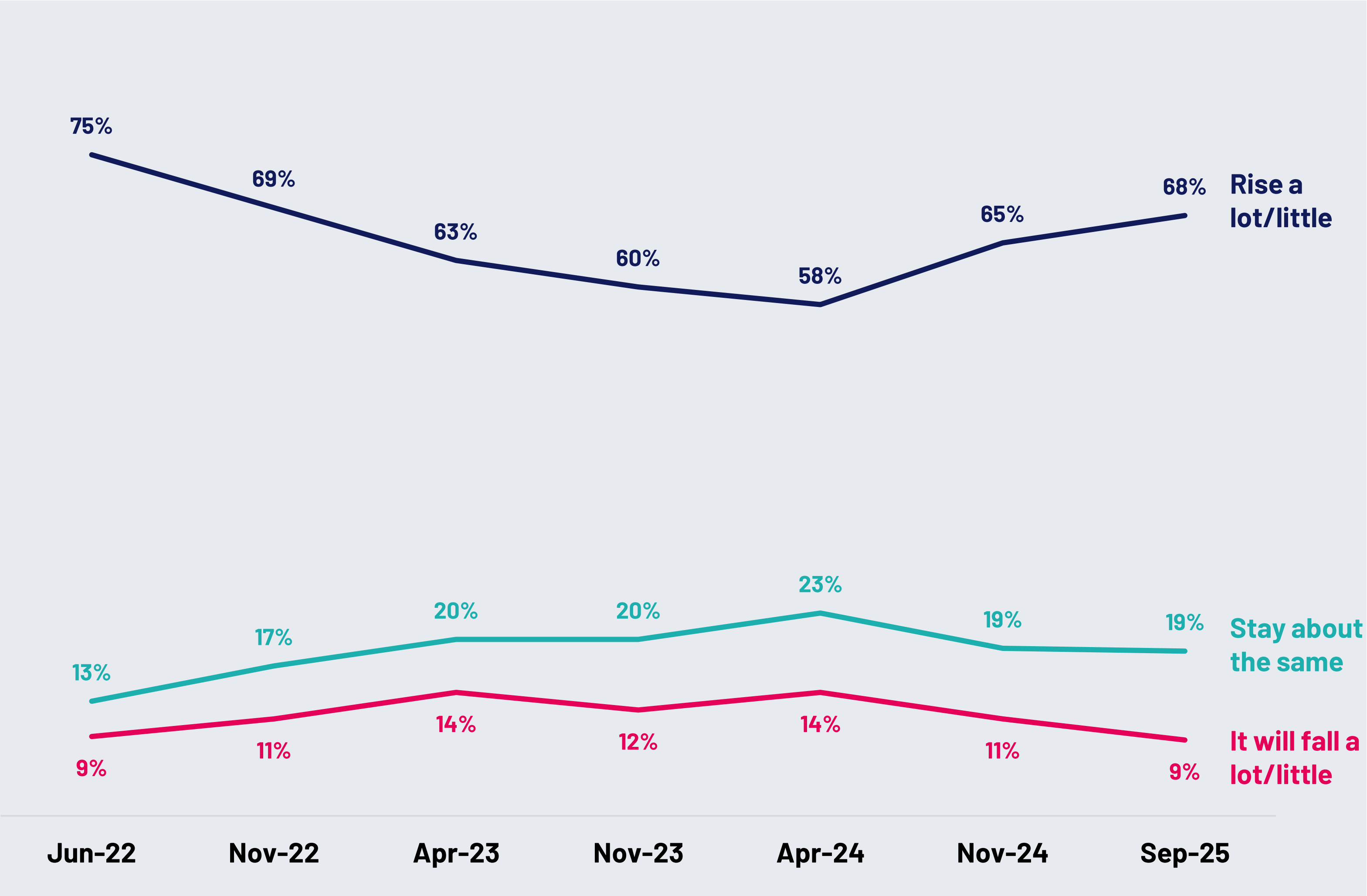
In Chile and Peru, the reverse is true. In Chile, while 55% think the central bank will increase rates, this is 11pp lower than 12 months and in Peru the figure is 14pp lower than last year at 61%.

+11

The proportion of Brits who think inflation will rise in Great Britain is up 11pp since November last year.

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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In many countries more people think inflation is going to go up.

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/little

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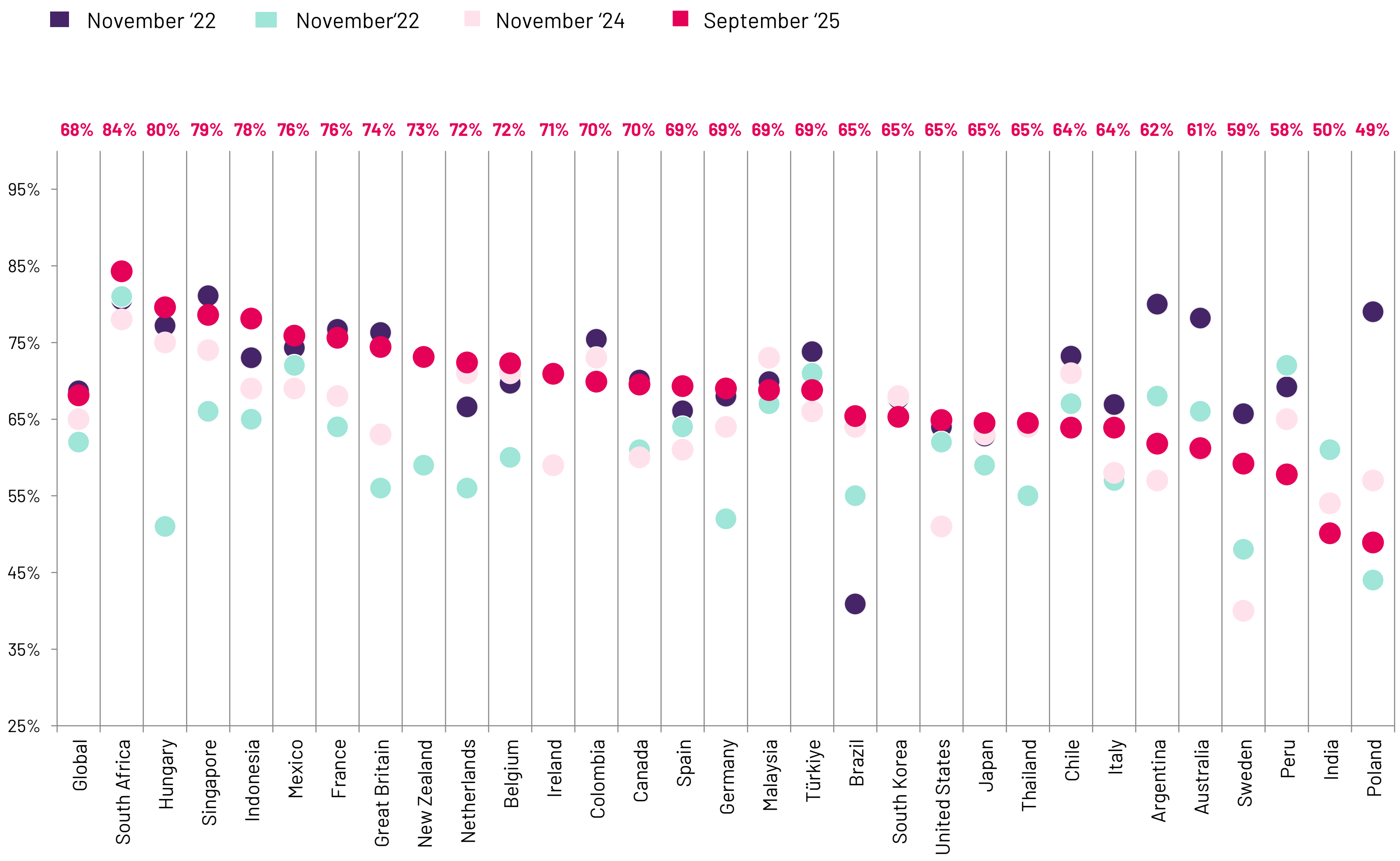

Click here for the trends across all waves

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/little

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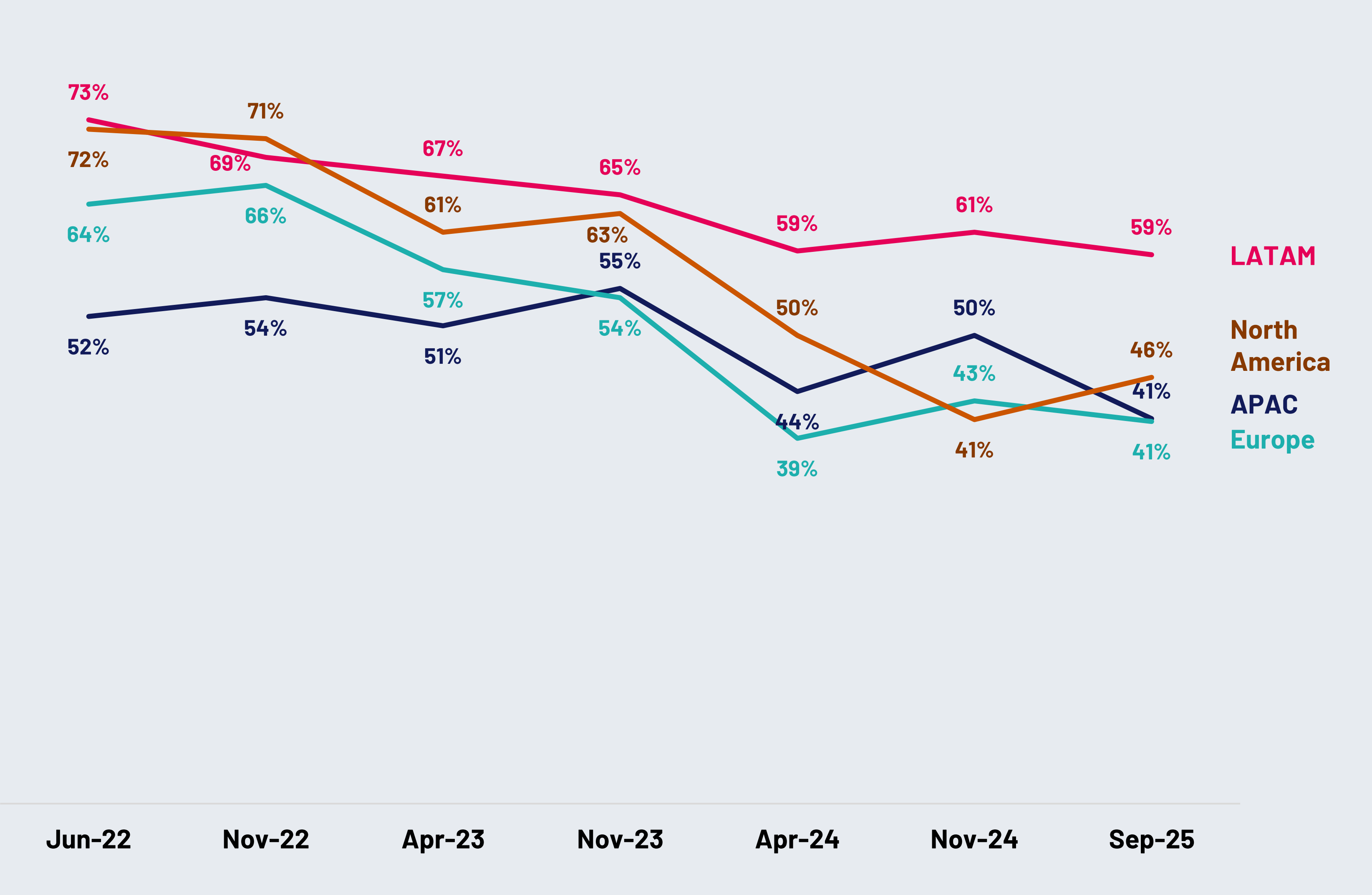

Click here for the full country breakdown and trends

4. Increased worries about unemployment

On average across 30 countries 58% say they think the number of unemployed people in their country will increase over the next year.

Indonesians are the most likely to think there will be fewer jobs in 2026. In the autumn of 2025 83% think unemployment will rise, up from 71% in the same period last year.

This is the highest figure Indonesia has recorded on this question since we started the Ipsos Cost of Living Monitor in 2022.

France (66%), Canada (60%), and Brazil (55%) all record their highest level of belief that unemployment will rise across our previous editions.

France, Canada, Brazil and Ireland have all seen the proportion of people in their country who think there will be fewer jobs rise since last year (+8pp, +10pp, +8pp and +10pp respectively).

The figure for the United States has also risen since last year, up 12pp. Fifty-two per cent of Americans think unemployment will rise in the next year. There is little difference across the income levels in America believing the jobless rate will increase (low and medium income both 52%, while high 51%). However, there are differences across the age groups and by political preference.

Among the under 35s 58% expect unemployment to increase, while 46% of 35-49-year-olds and 50% of 50-74-year-olds feel the same.

Like in many areas of life in the US, there is a political split on unemployment perceptions. Thirty-four per cent of Republicans think there will be fewer jobs, while 65% of Democrats feel the same.

When we asked this question prior to the election in November 2024 the reverse was true. Then 49% of Republicans thought the jobless rate would rise and only 31% of Democrats felt the same.

83%

In Indonesia think unemployment is going to rise in the next year. Up 12pp since November 2024.

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/little

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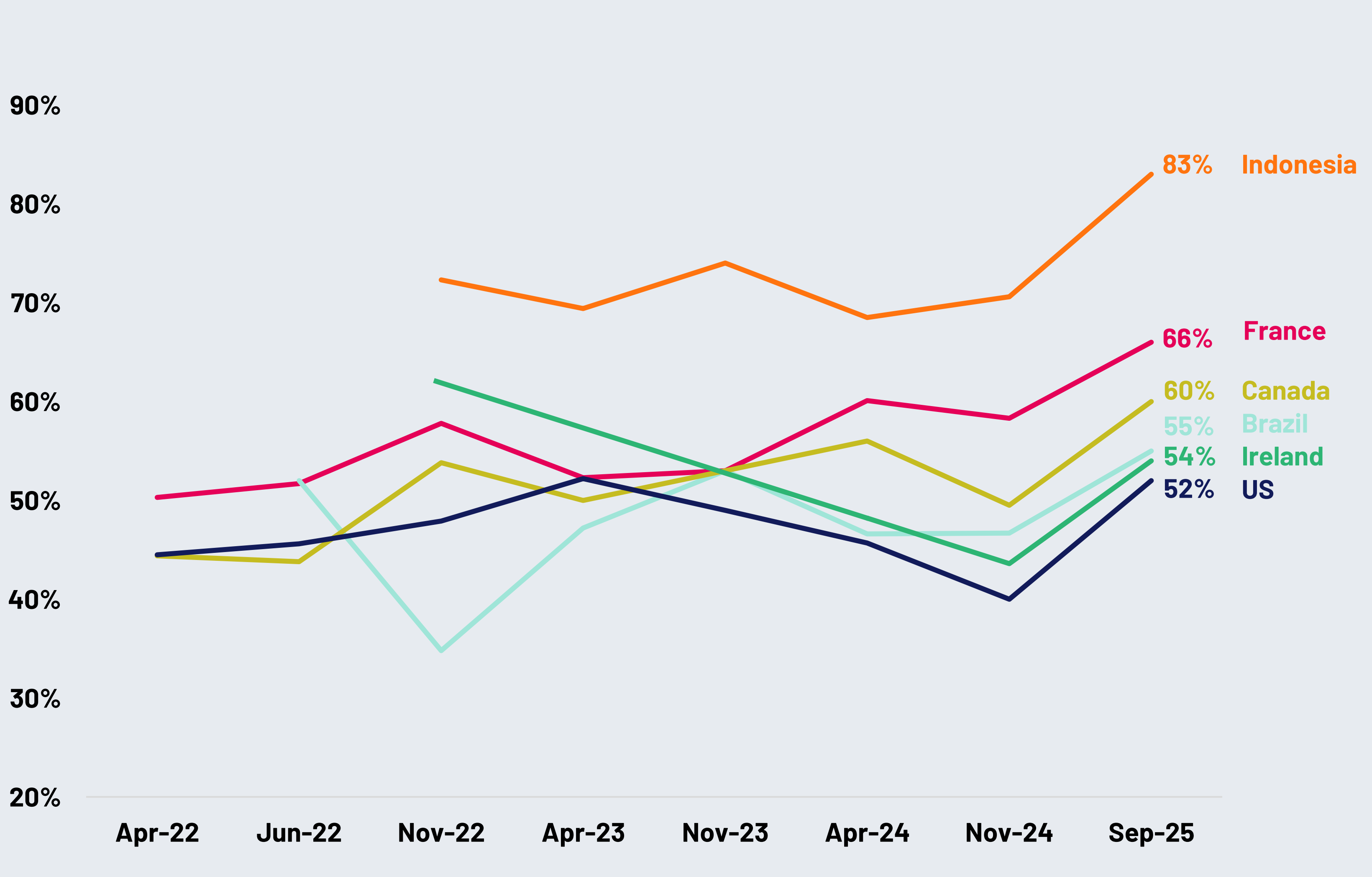

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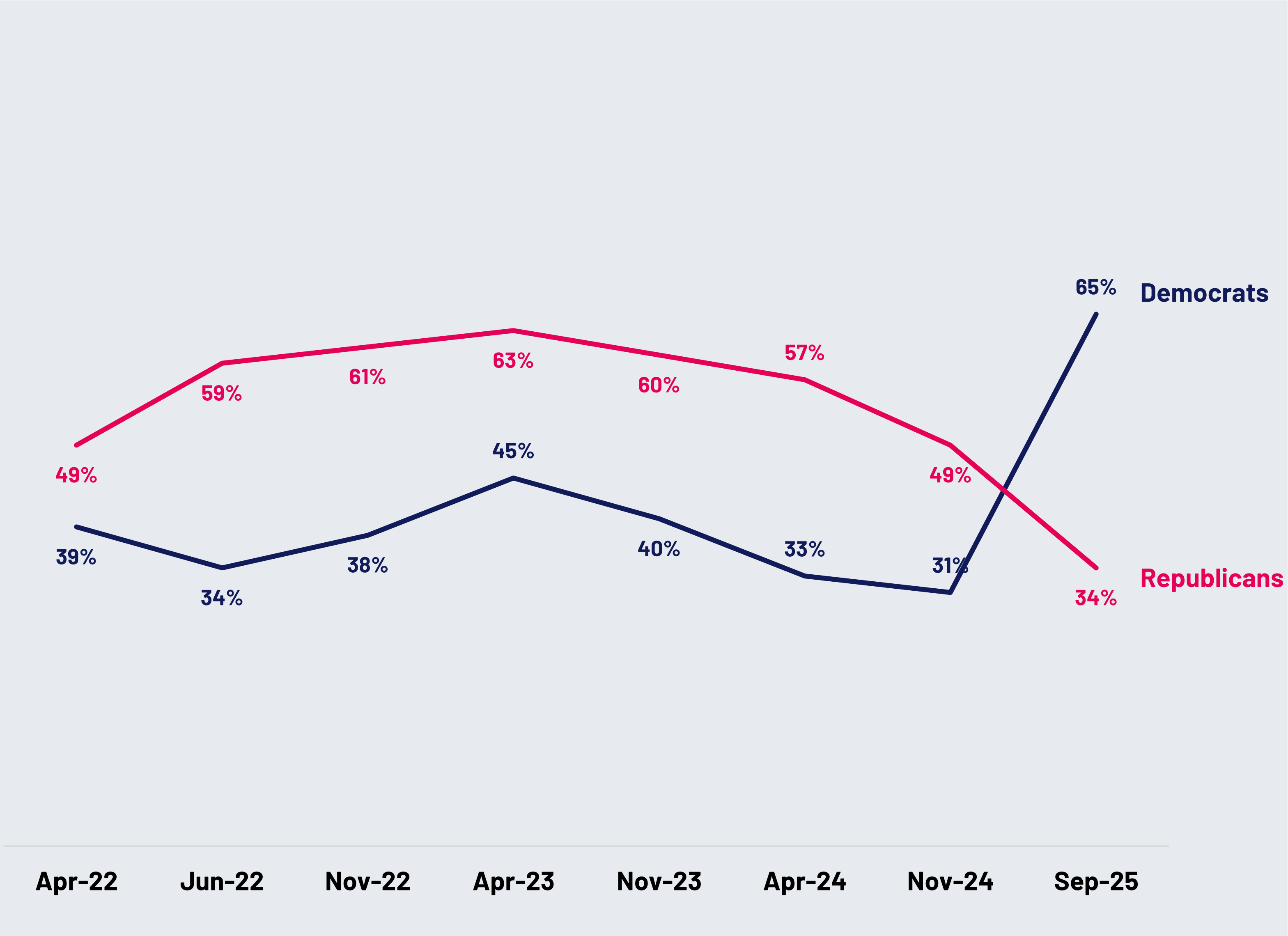
Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

The number of unemployed people in my country

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

US only



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5. Causes of rising cost of living

The cause of the rising cost of living is seen as a global issue. Across 30 countries on average 72% say the global economy is leading to rising prices.

In 18 of the 29 countries included in both this survey and its previous edition in November 2024 the proportion of those who choose the global economy as driver of inflation has increased.

The policies of my national government and interest rates are next biggest contributors to inflation (68% and 65% respectively).

The perception of price gouging, the act of businesses excessively increasing prices, is strong. On average across 30 countries 62% think businesses making excessive profits is driving inflation. This feeling has barely changed in the time we have been running this survey, despite inflation falling in many countries.

Baby Boomers are the most likely to believe corporate greed is driving a higher cost of living. Sixty-six per cent believe this to be case, more than Gen X (61%), Millennials (62%) and Gen Z (59%). For Baby Boomers, businesses making excessive profits ranks ahead of interest rates (62%) as a driver of inflation.

In our What Worries the World surveys, which tracks what people consider the biggest issues in their country, European countries are the most likely to choose immigration as a concern in their country.

What we see in this year's Ipsos Cost of Living Monitor report is there is a correlation with those countries who are worried about immigration control and those that blame immigrations with increasing the cost of living. This is especially the case in Europe and North America.

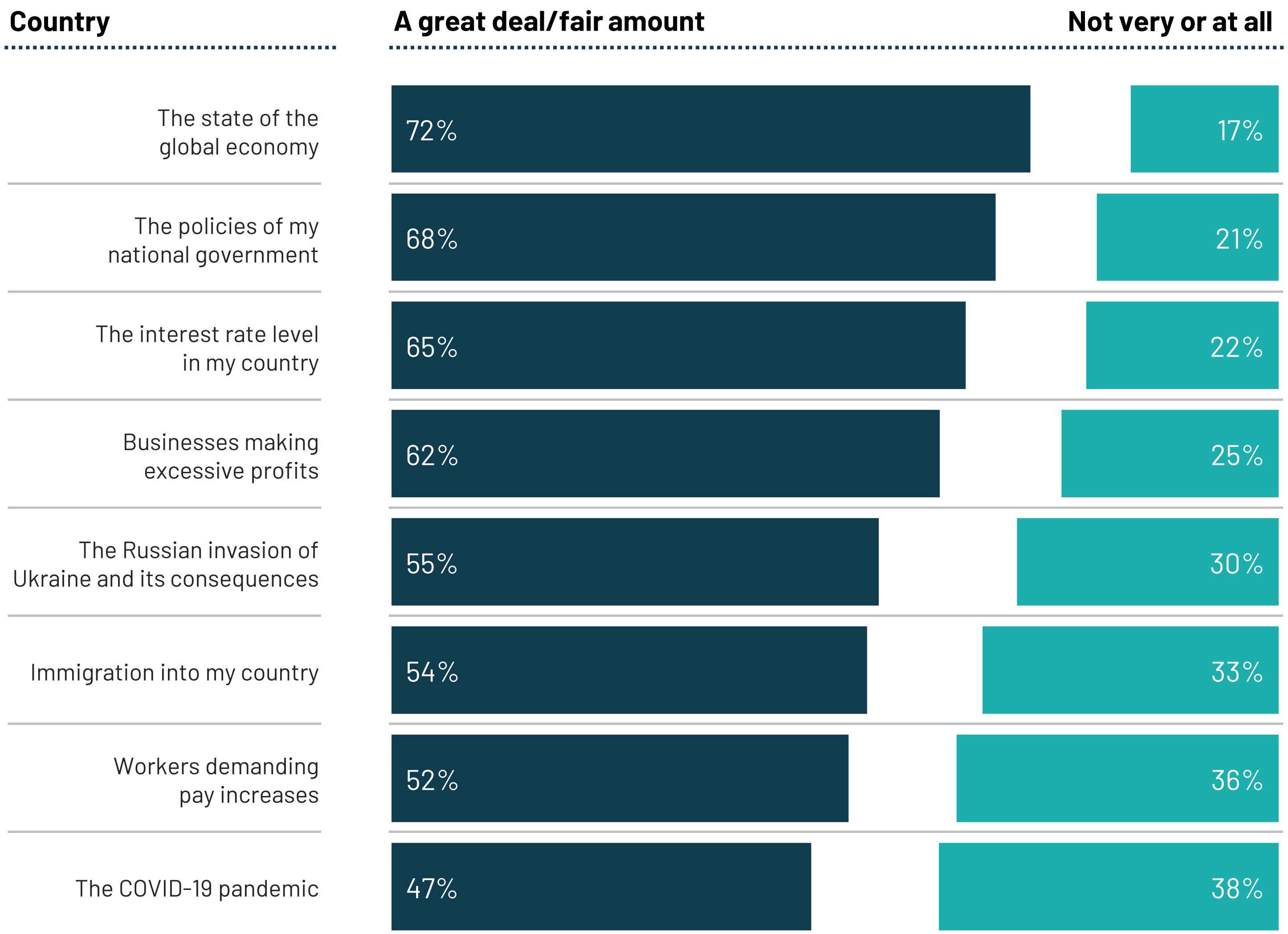
On average across 30 countries, it is those on a higher income that are more likely to see immigration as driving inflation (58%). Fifty-three per cent of middle income and 50% of low income think immigration is causing the rising cost of living.

66%

of Baby Boomers think businesses making excessive profits is driving inflation.

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

30-country average



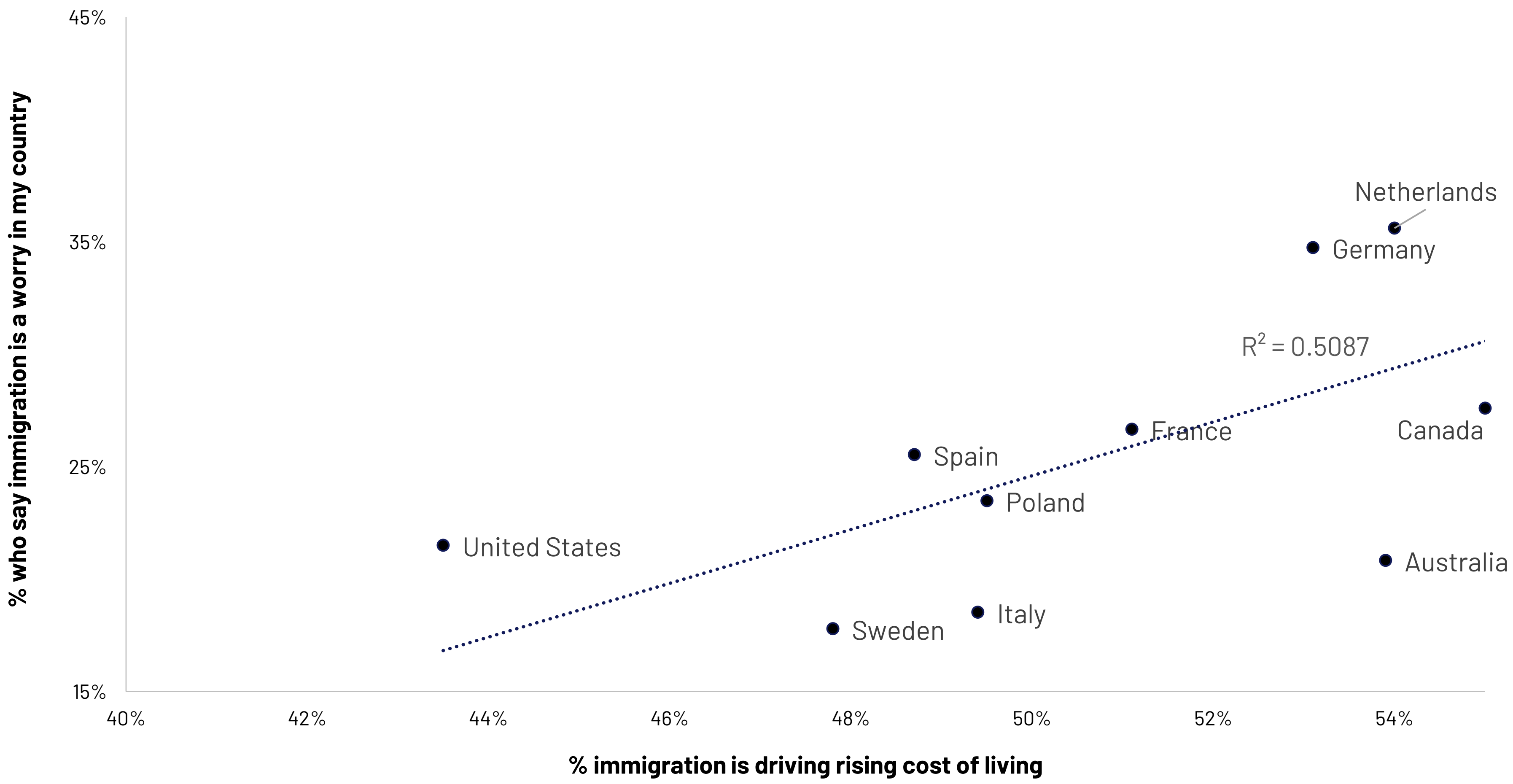
Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

In Europe and North America is there is a correlation between those who are worried about immigration control and those who think immigrants are to blame for rising cost of living

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

Source: What Worries the World

Those who think immigration is a worry in their country vs immigration driving inflation



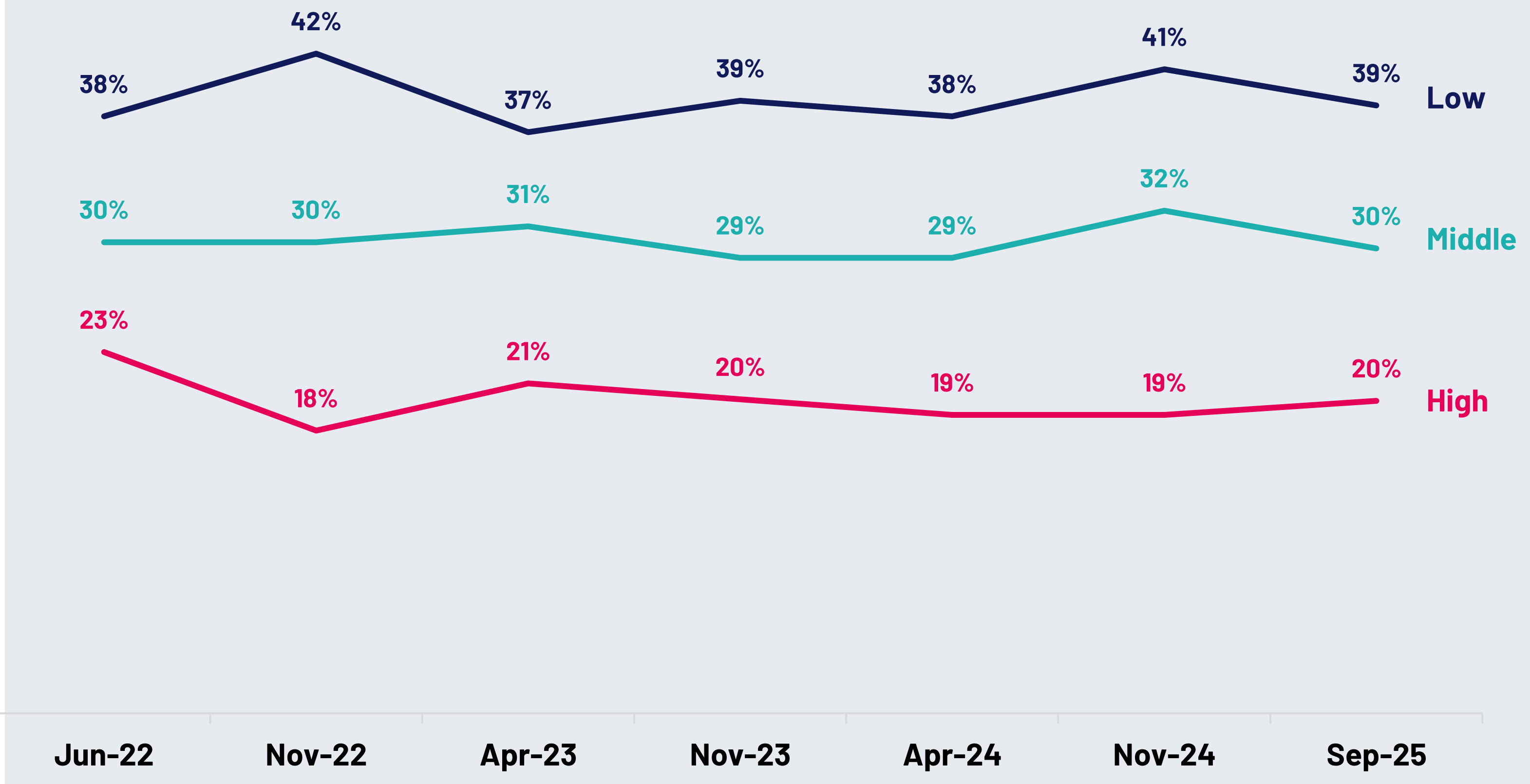
DETAILED RESULTS

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

Would you say you are...?

% finding it difficult/ very difficult

Income level



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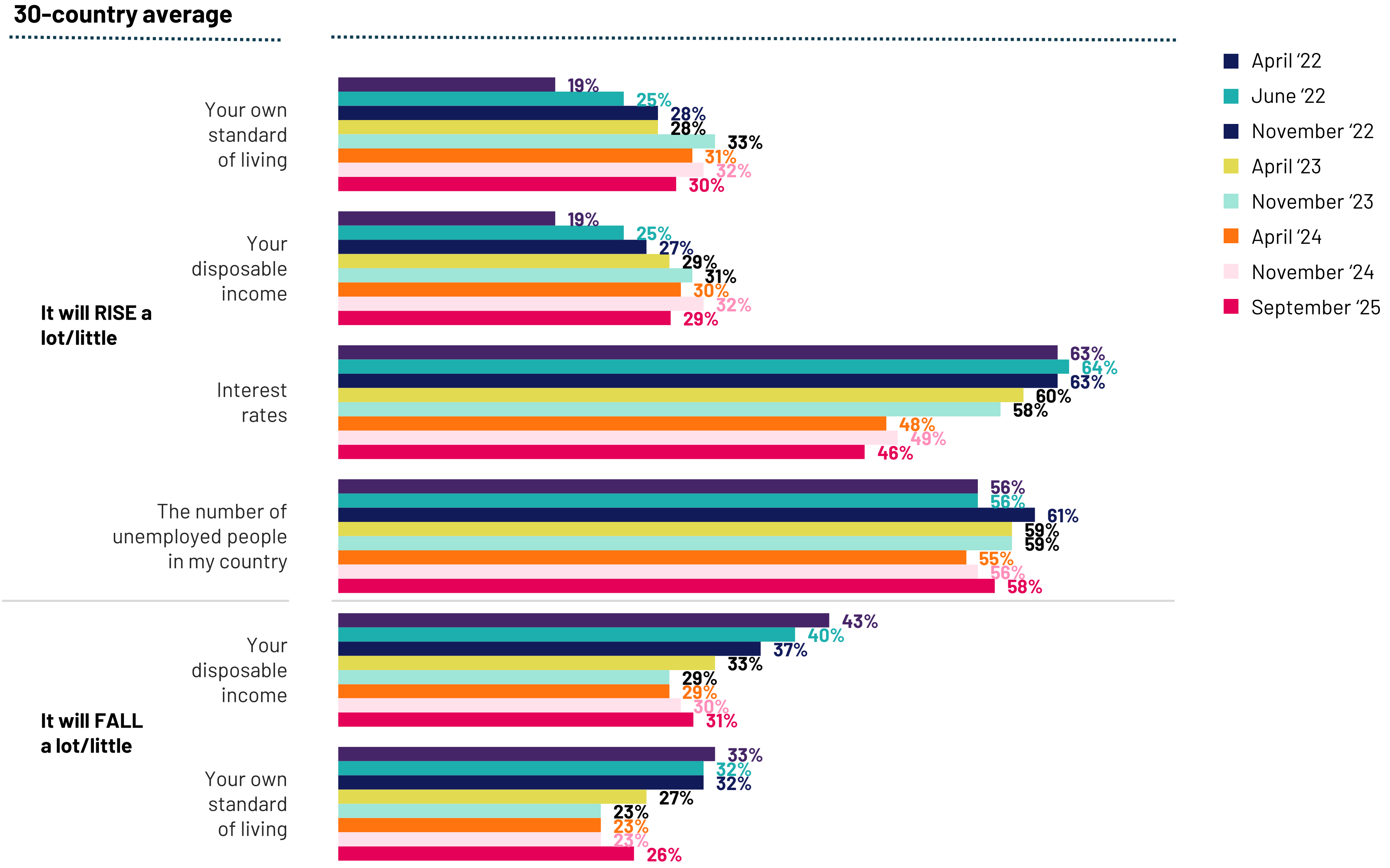
Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

30-country average



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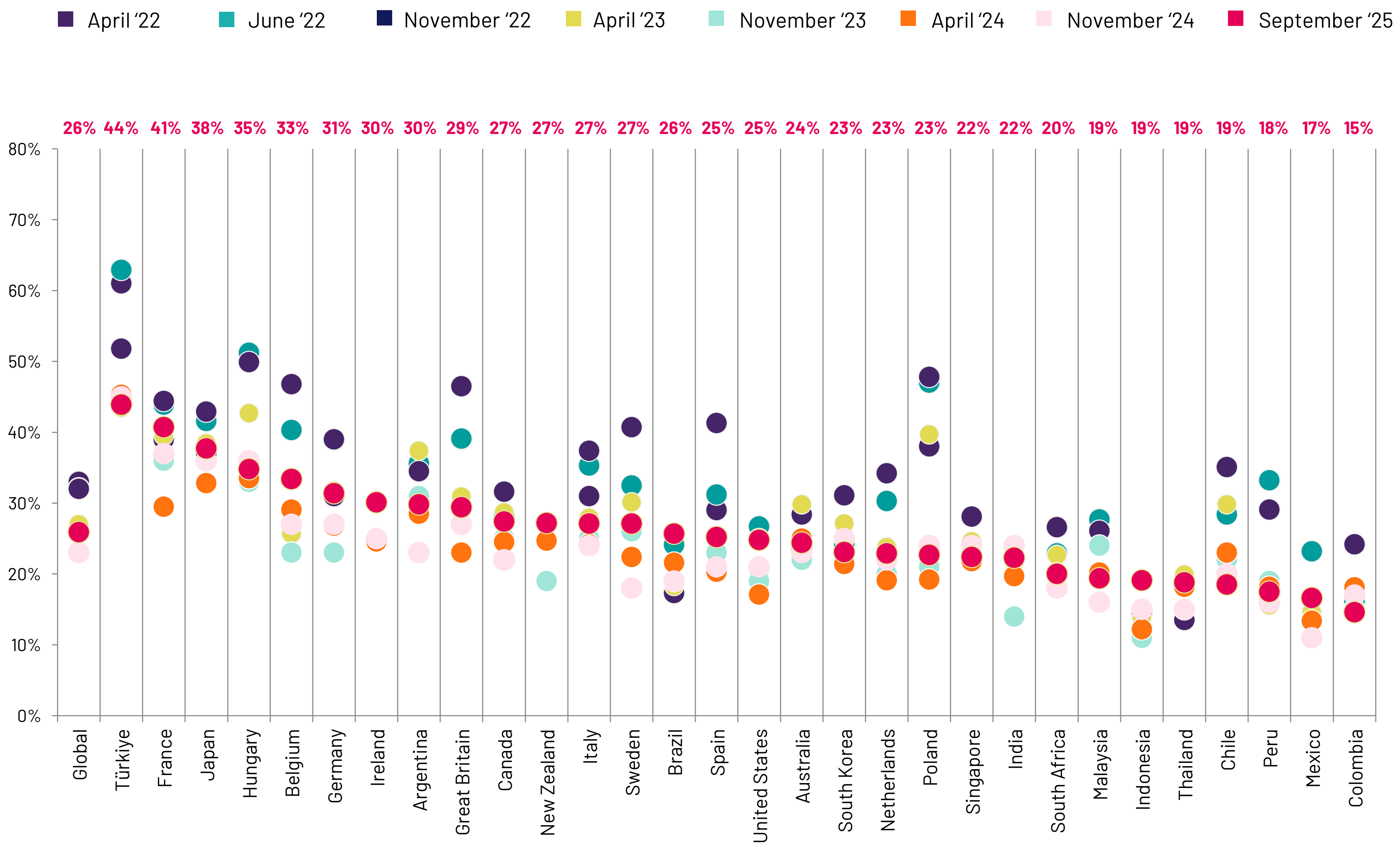
Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your own standard of living

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

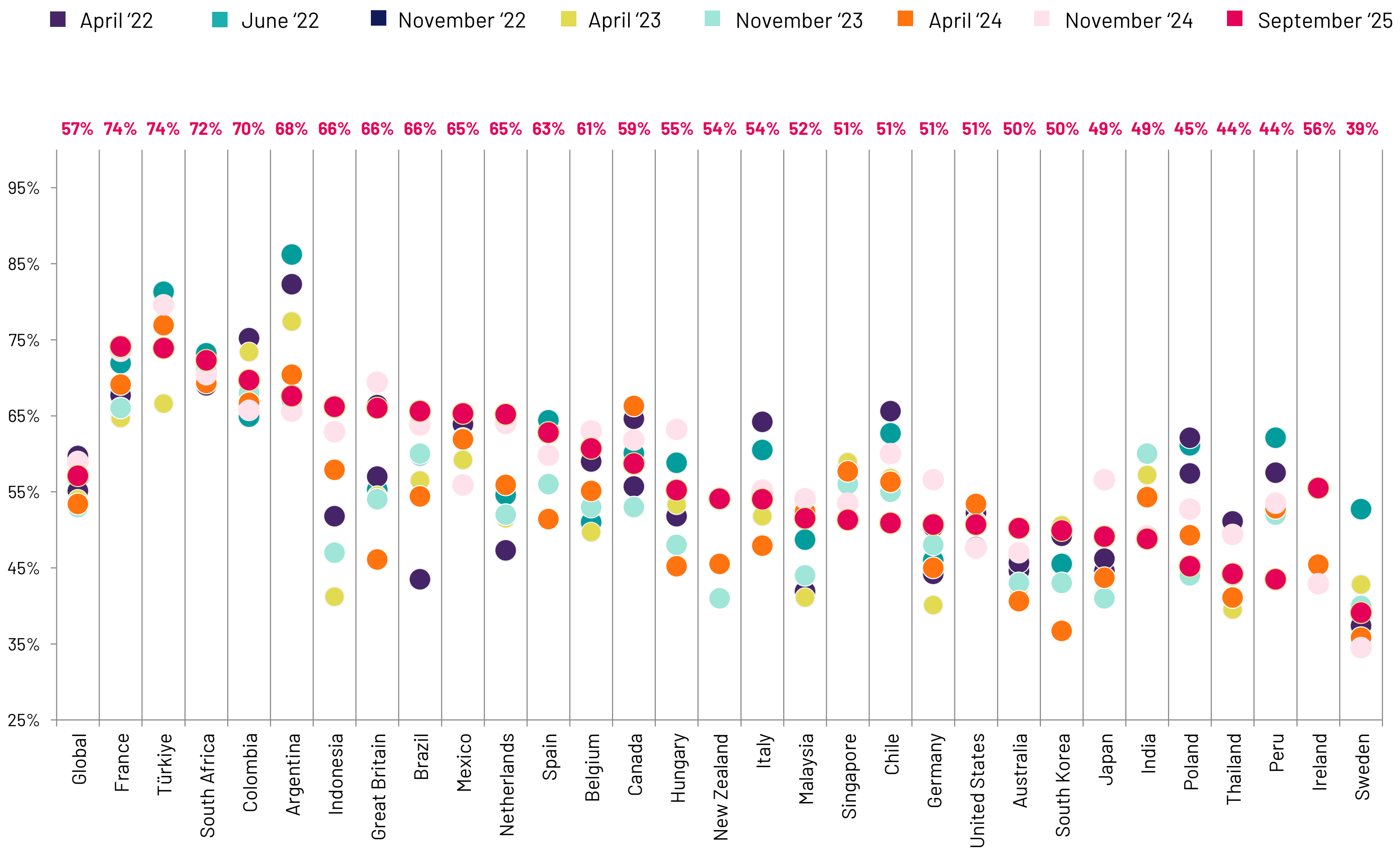


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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/little

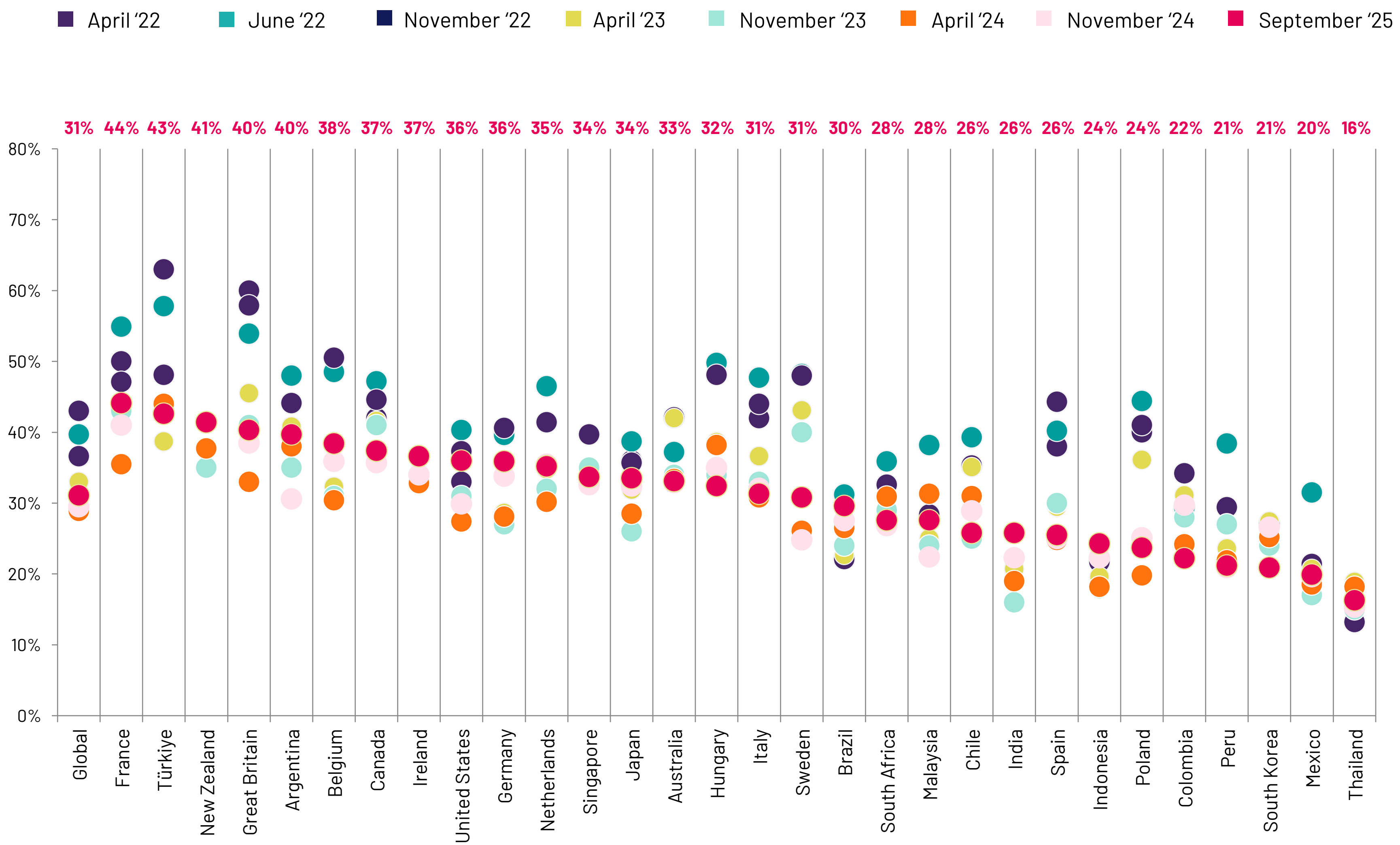


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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/little



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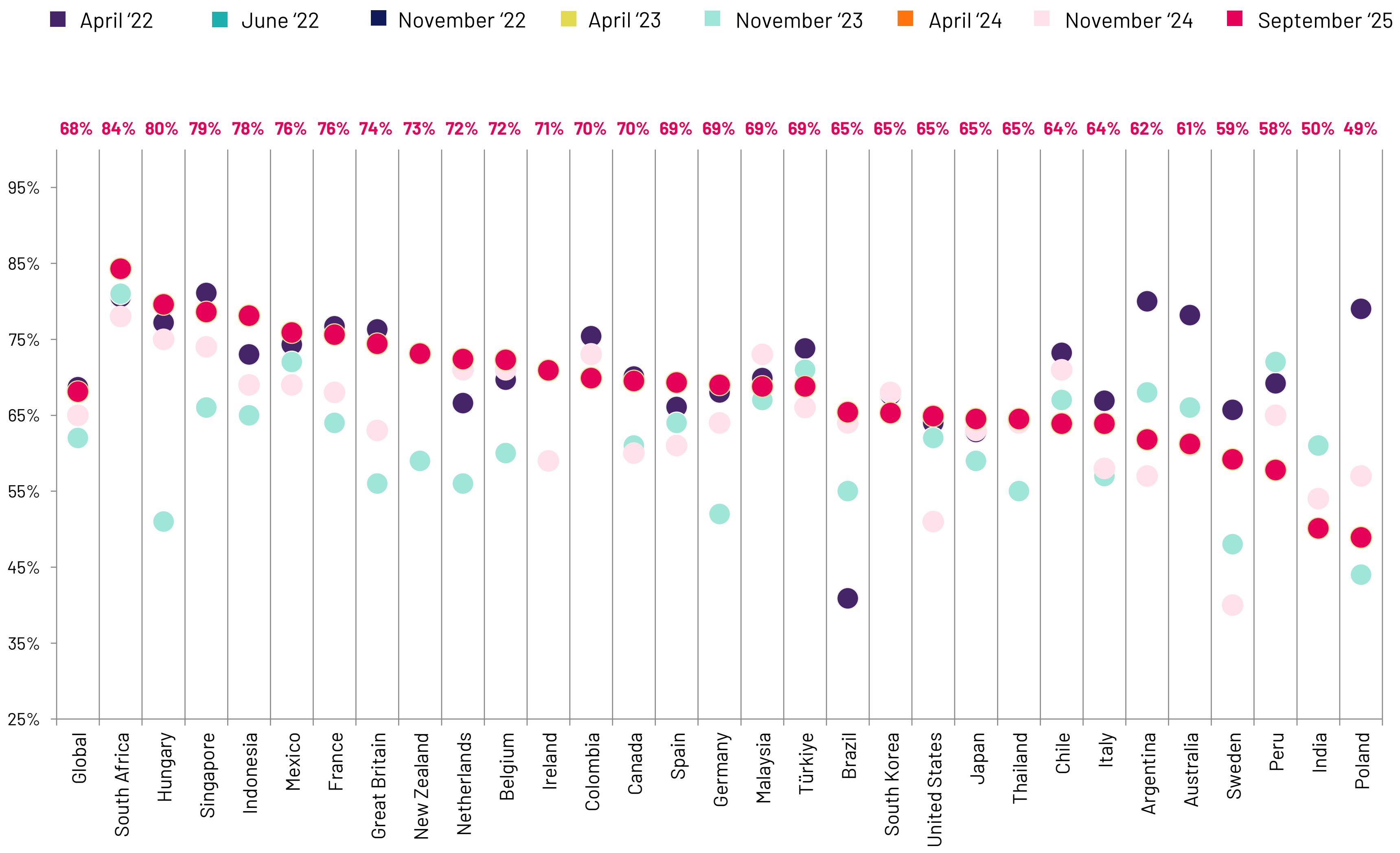
Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

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

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



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

The proportion of people who think inflation rates will rise in the next year is increasing in many countries.

Q: 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)

Net change between November 2024 and September 2025

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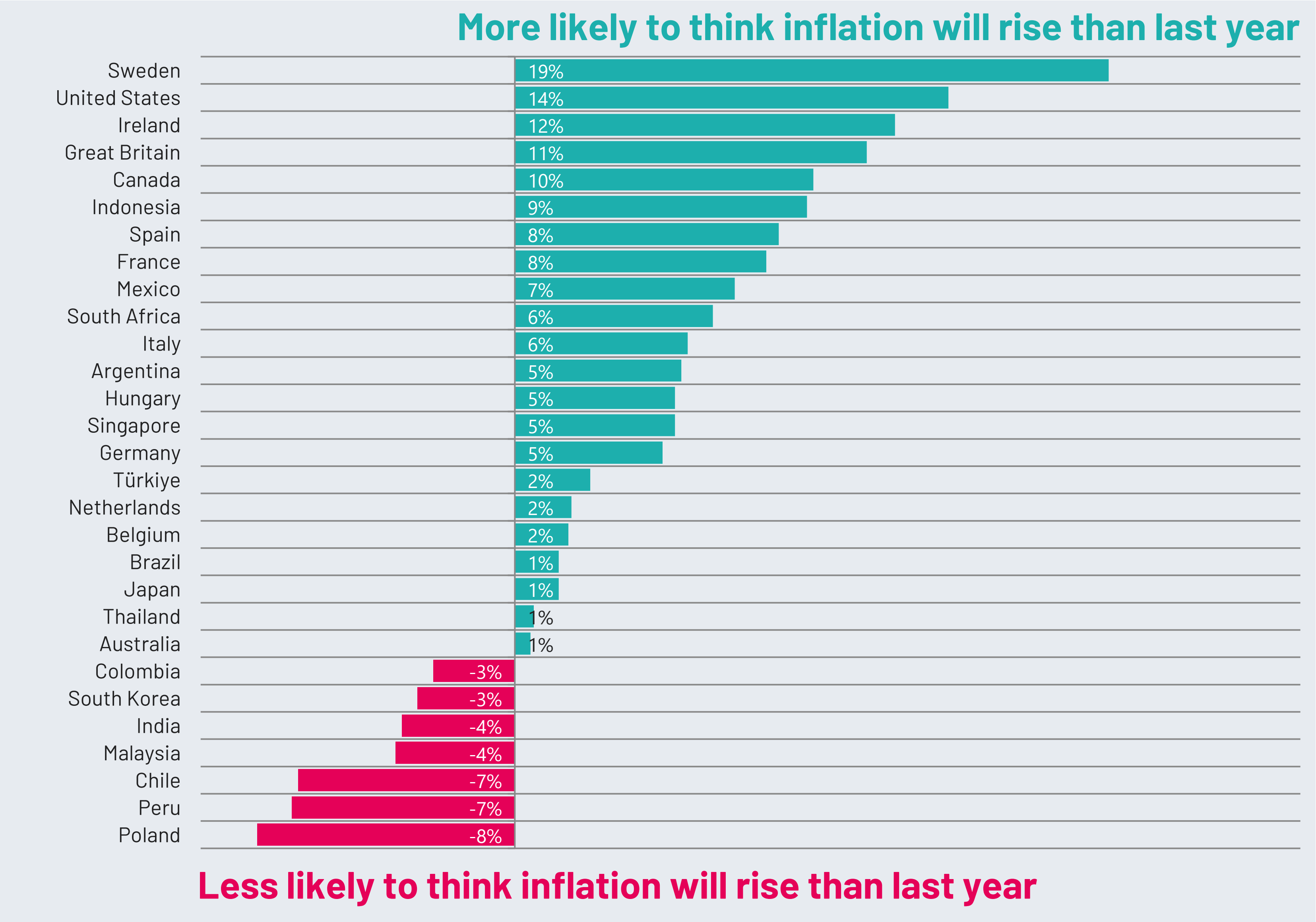
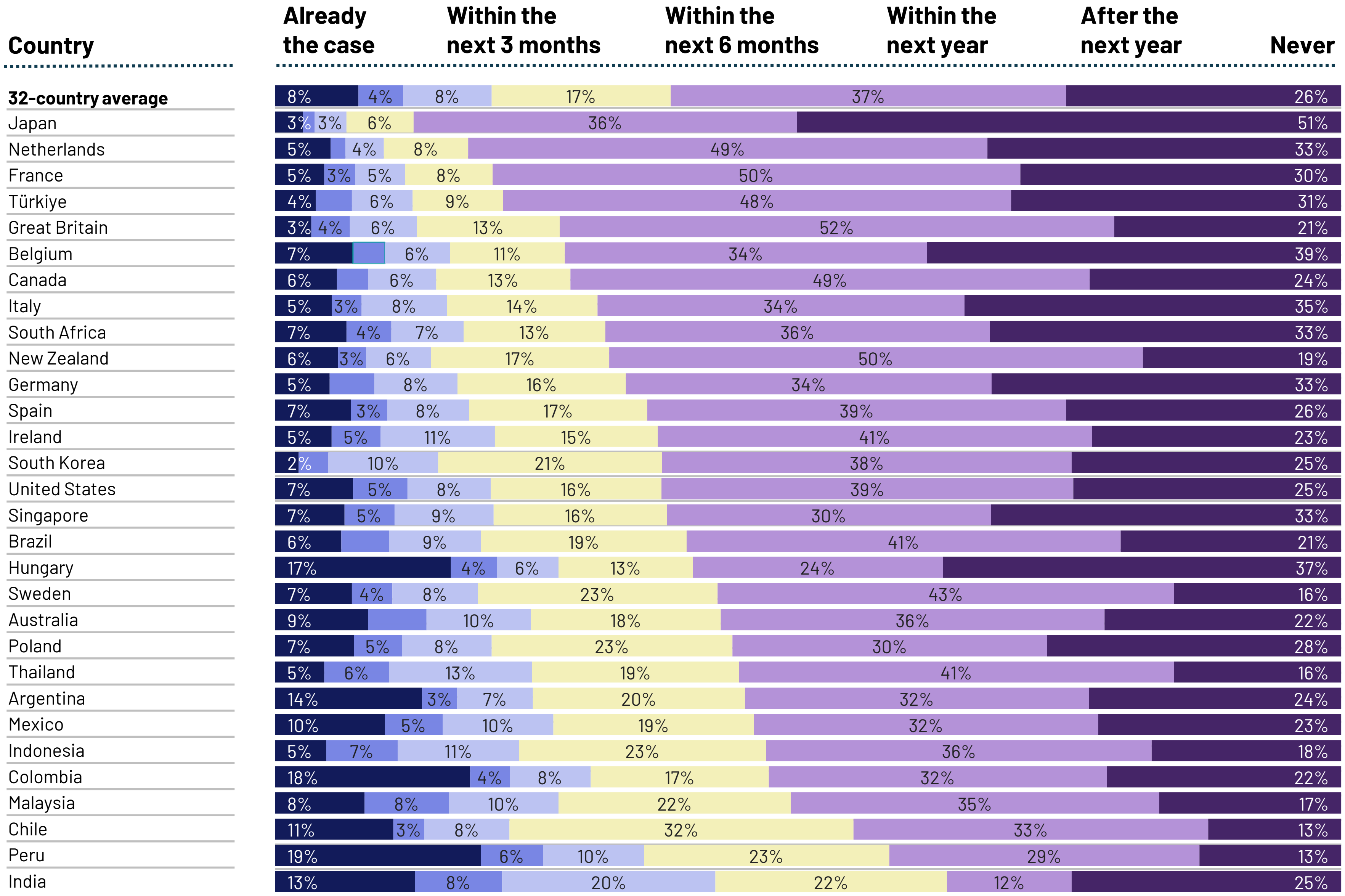


How my country is doing

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



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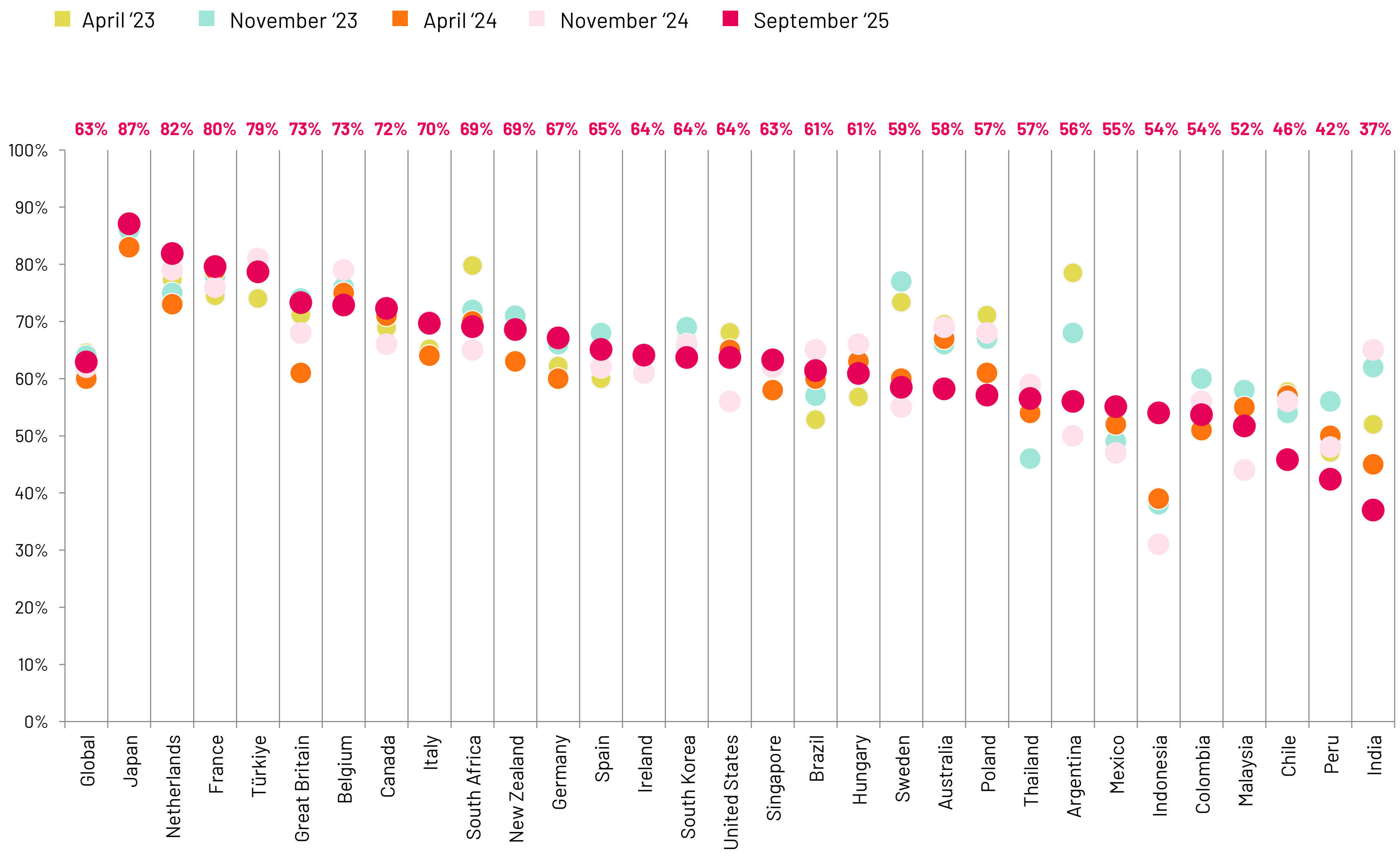
How long do you think it will take before inflation returns to normal in your country?

% After the next year/never



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

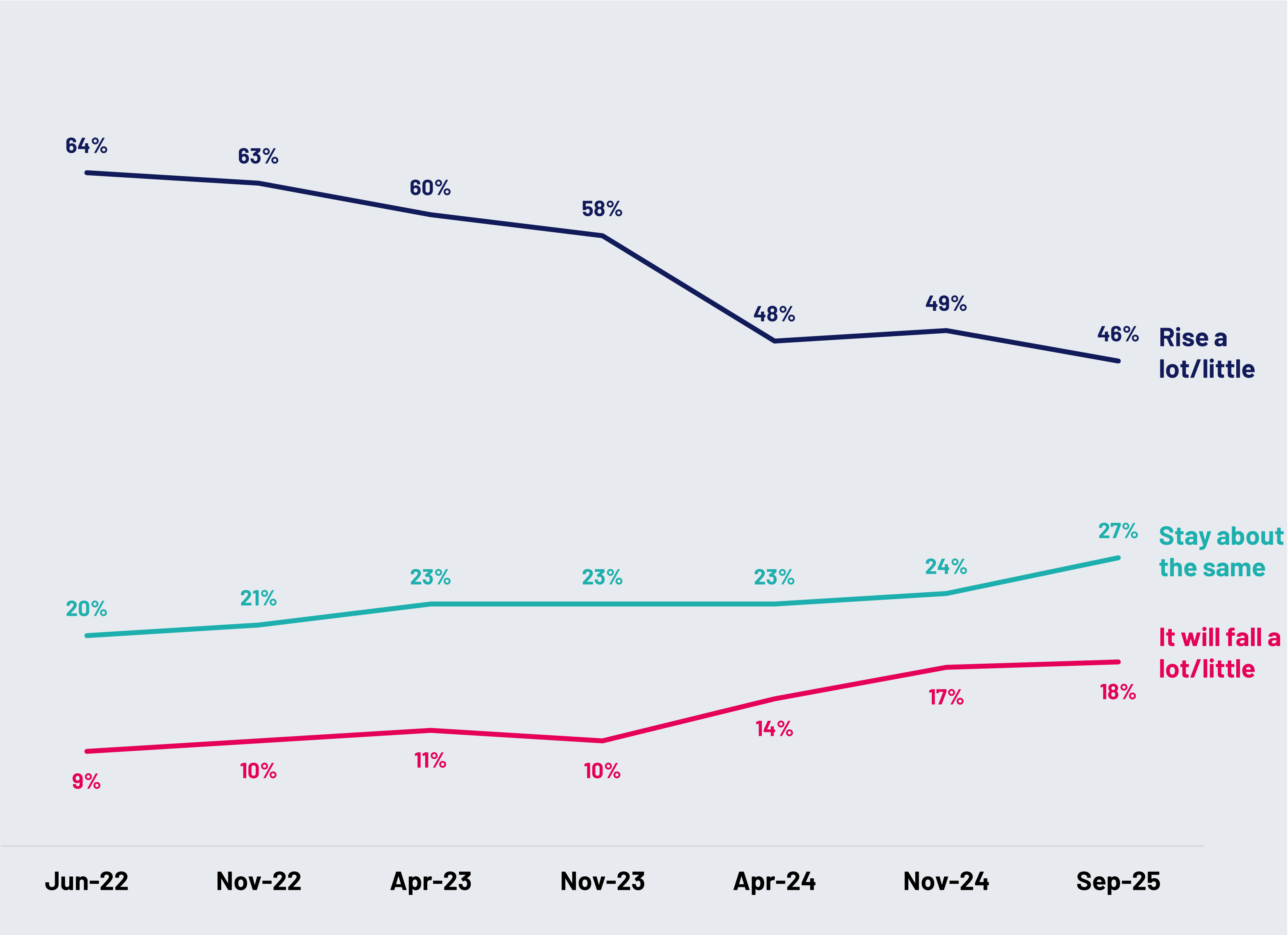
As far as you are aware, is the economy in your country **currently in a recession?**

Country	Yes	Don't know	No	% Yes Nov '24	% Yes Apr '24	% Yes Nov '23	% Yes Apr '23
32-country average	42%	28%	30%	42%	45%	46%	49%
Hungary	80%	10%	11%	79%	72%	77%	78%
Thailand	76%	8%	16%	72%	66%	61%	72%
South Korea	71%	15%	15%	79%	76%	79%	79%
Türkiye	70%	11%	19%	75%	75%	77%	74%
Japan	63%	23%	15%	62%	51%	64%	63%
Indonesia	63%	18%	19%	56%	50%	47%	47%
Sweden	61%	28%	12%	59%	64%	71%	67%
Malaysia	54%	16%	30%	54%	68%	64%	62%
New Zealand	53%	23%	24%	N/A	68%	46%	N/A
Argentina	46%	39%	16%	47%	58%	47%	47%
South Africa	45%	26%	29%	42%	52%	51%	59%
France	44%	29%	28%	41%	47%	36%	44%
Germany	43%	40%	17%	44%	43%	46%	32%
Canada	42%	27%	31%	36%	43%	40%	46%
Italy	37%	30%	33%	37%	36%	42%	48%
Brazil	36%	35%	29%	33%	32%	37%	37%
United States	35%	30%	34%	31%	34%	36%	43%
Mexico	34%	40%	26%	33%	25%	33%	37%
India	34%	31%	35%	39%	41%	44%	44%
Peru	33%	46%	21%	47%	58%	65%	50%
Great Britain	32%	21%	47%	24%	51%	37%	46%
Chile	31%	36%	33%	35%	36%	48%	47%
Colombia	27%	41%	32%	33%	36%	41%	47%
Belgium	27%	43%	30%	24%	31%	29%	31%
Spain	25%	32%	43%	30%	29%	34%	42%
Ireland	24%	21%	55%	22%	30%	N/A	N/A
Singapore	23%	23%	54%	26%	32%	32%	36%
Australia	23%	25%	53%	25%	25%	26%	29%
Poland	21%	43%	36%	29%	27%	41%	40%
Netherlands	16%	31%	54%	18%	20%	33%	25%

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

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

Interest rates



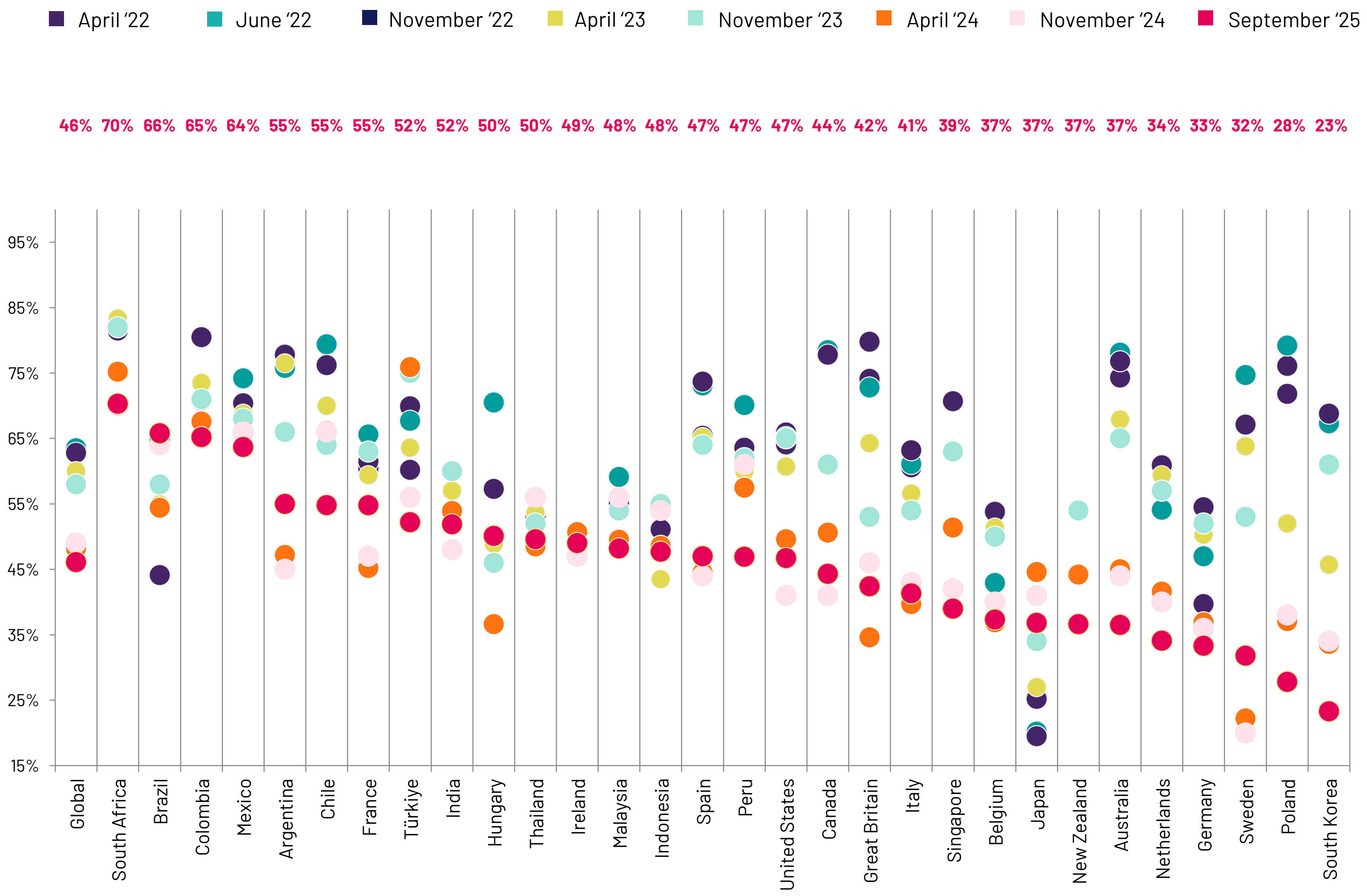
Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

How my country is doing

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/little



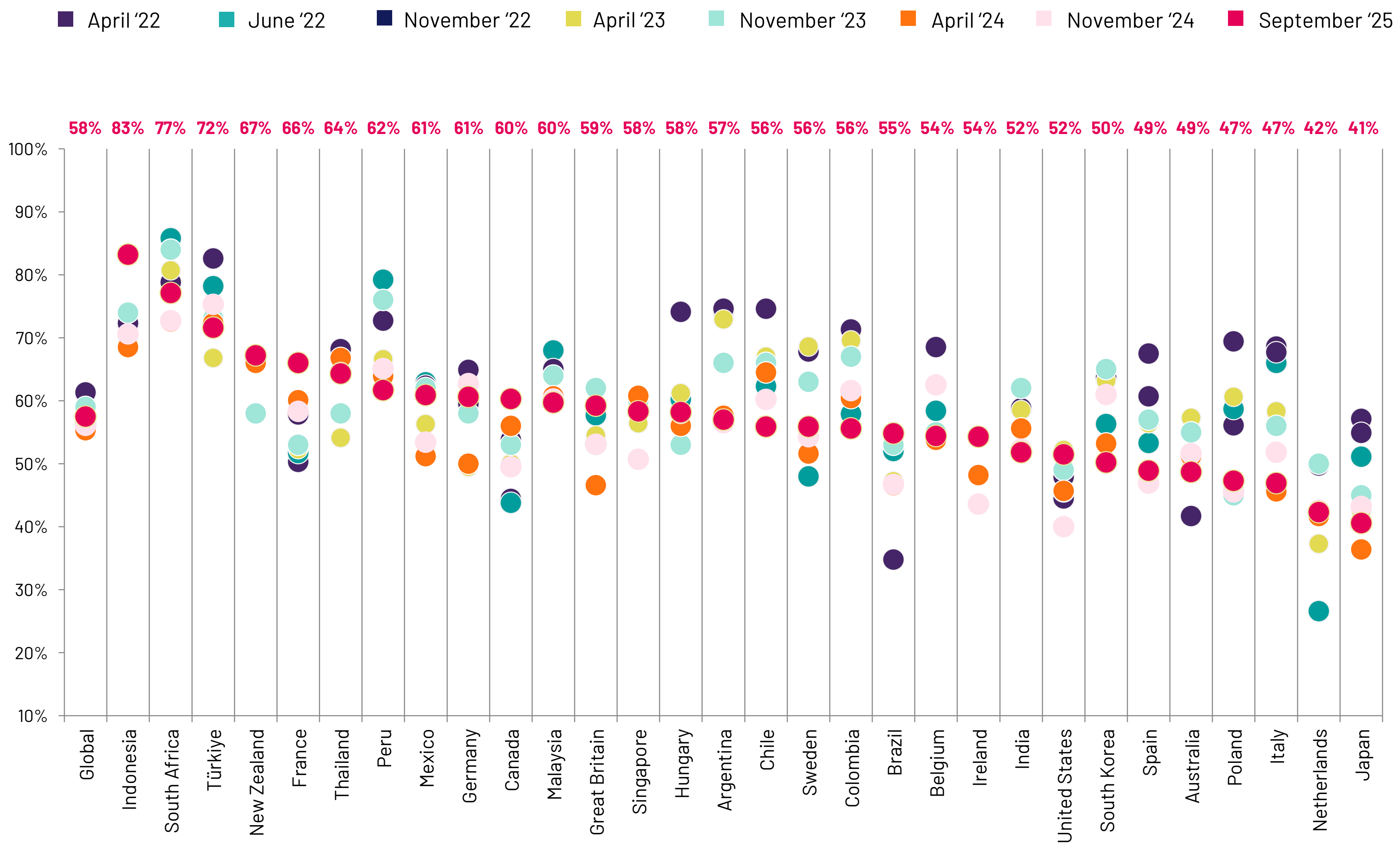
Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

How my country is doing

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/little

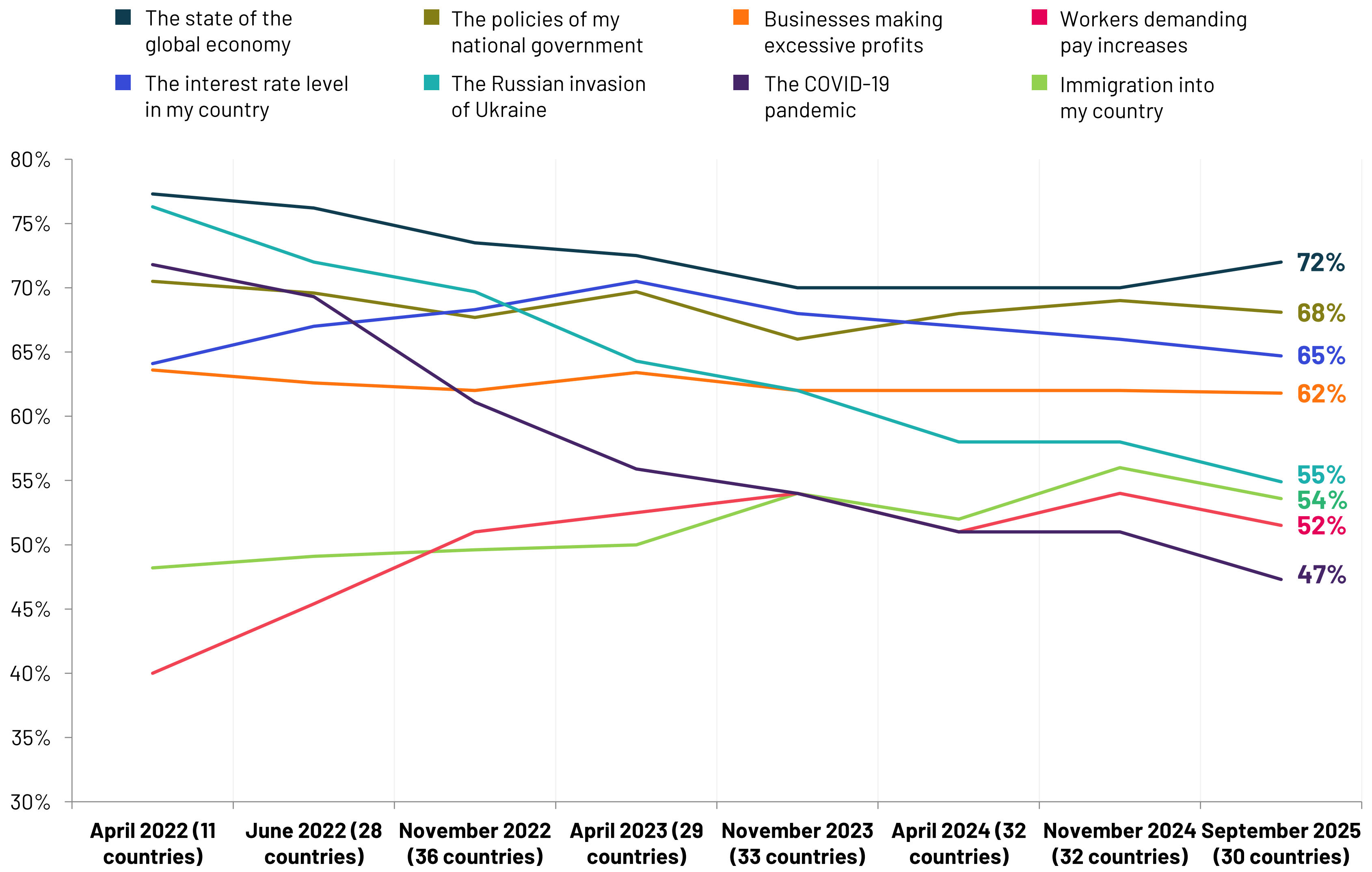


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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

A great deal/fair amount

30-country average

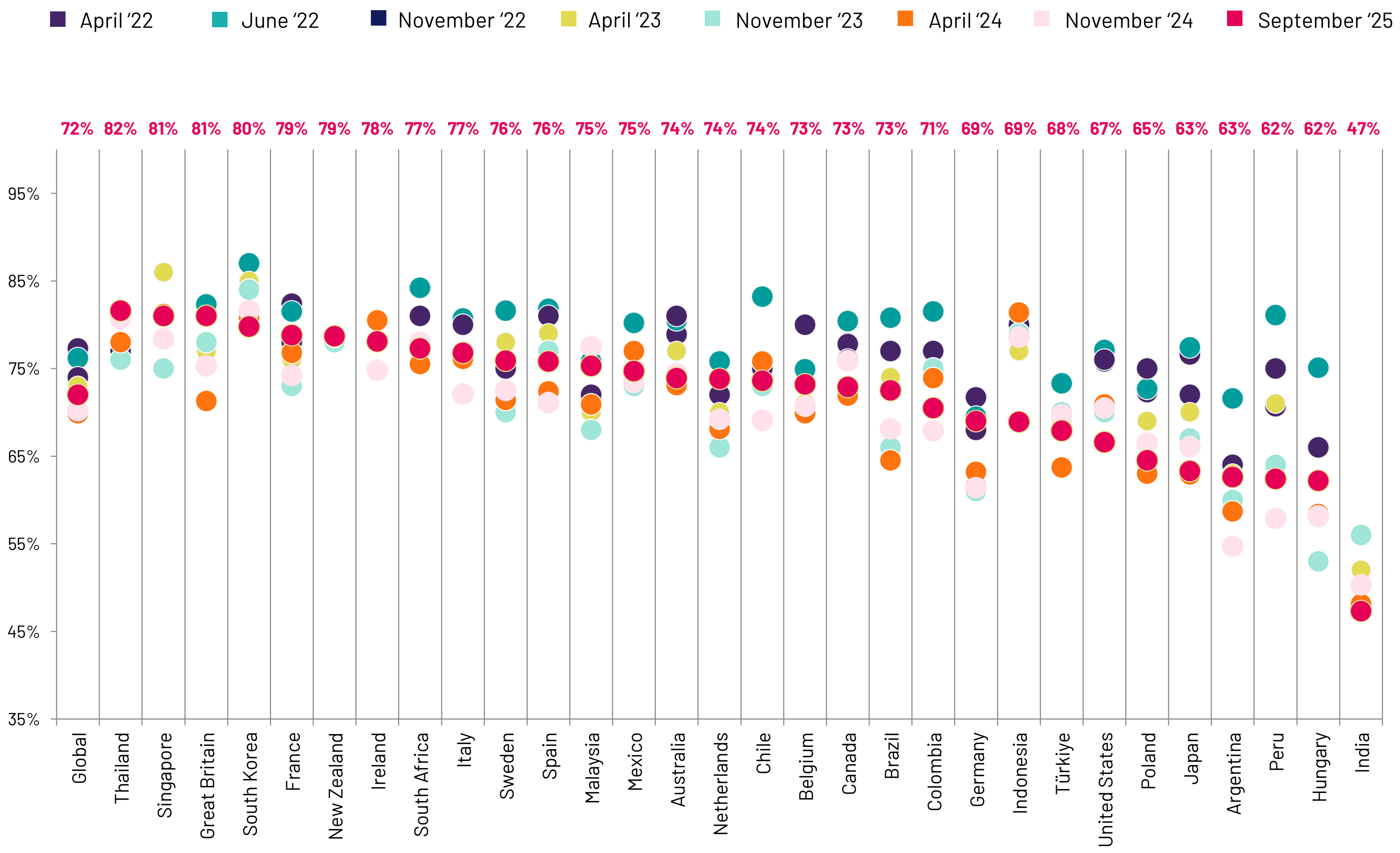


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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

The state of the global economy

% a great deal/fair amount

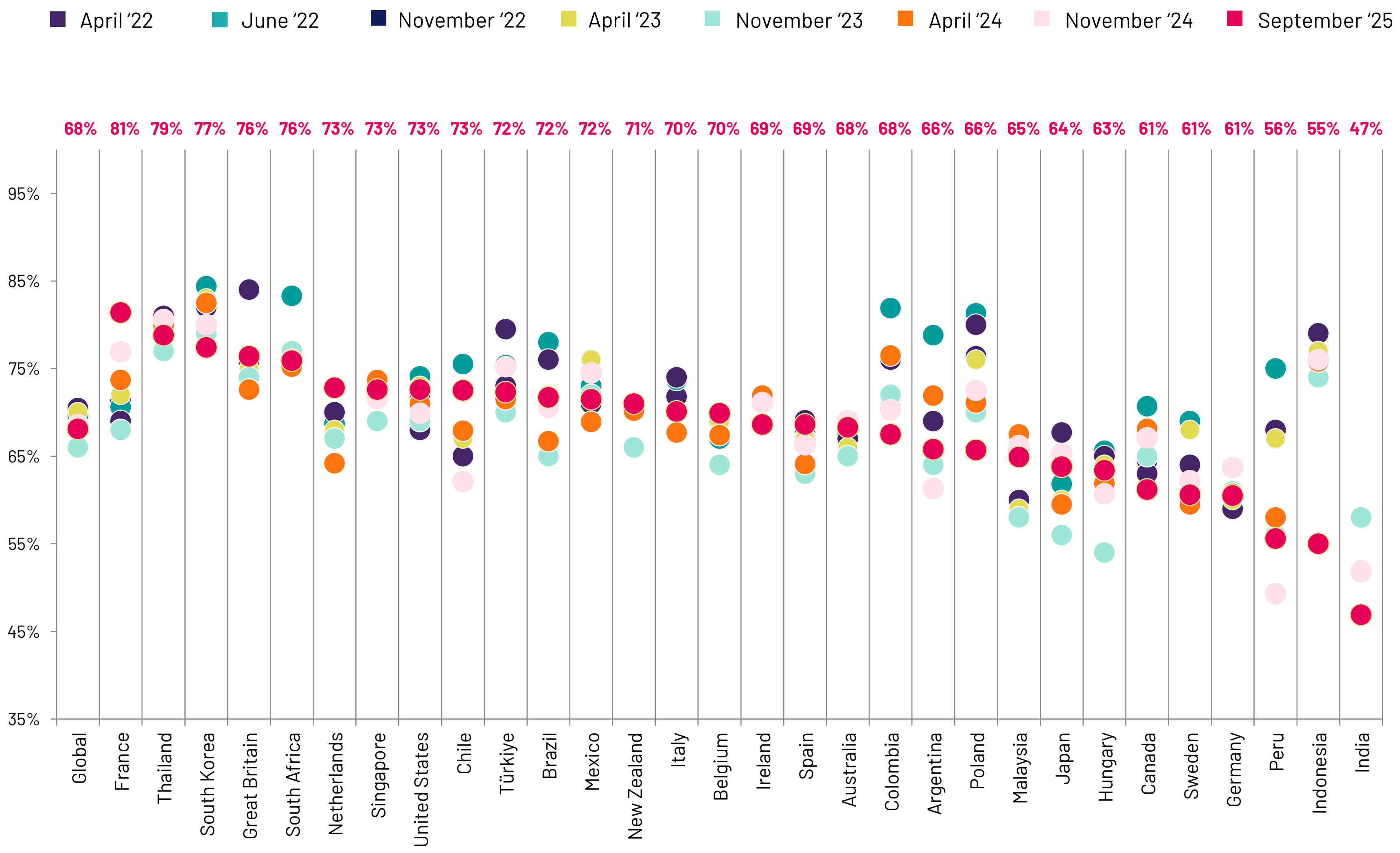


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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

The policies of my national government

% a great deal/fair amount

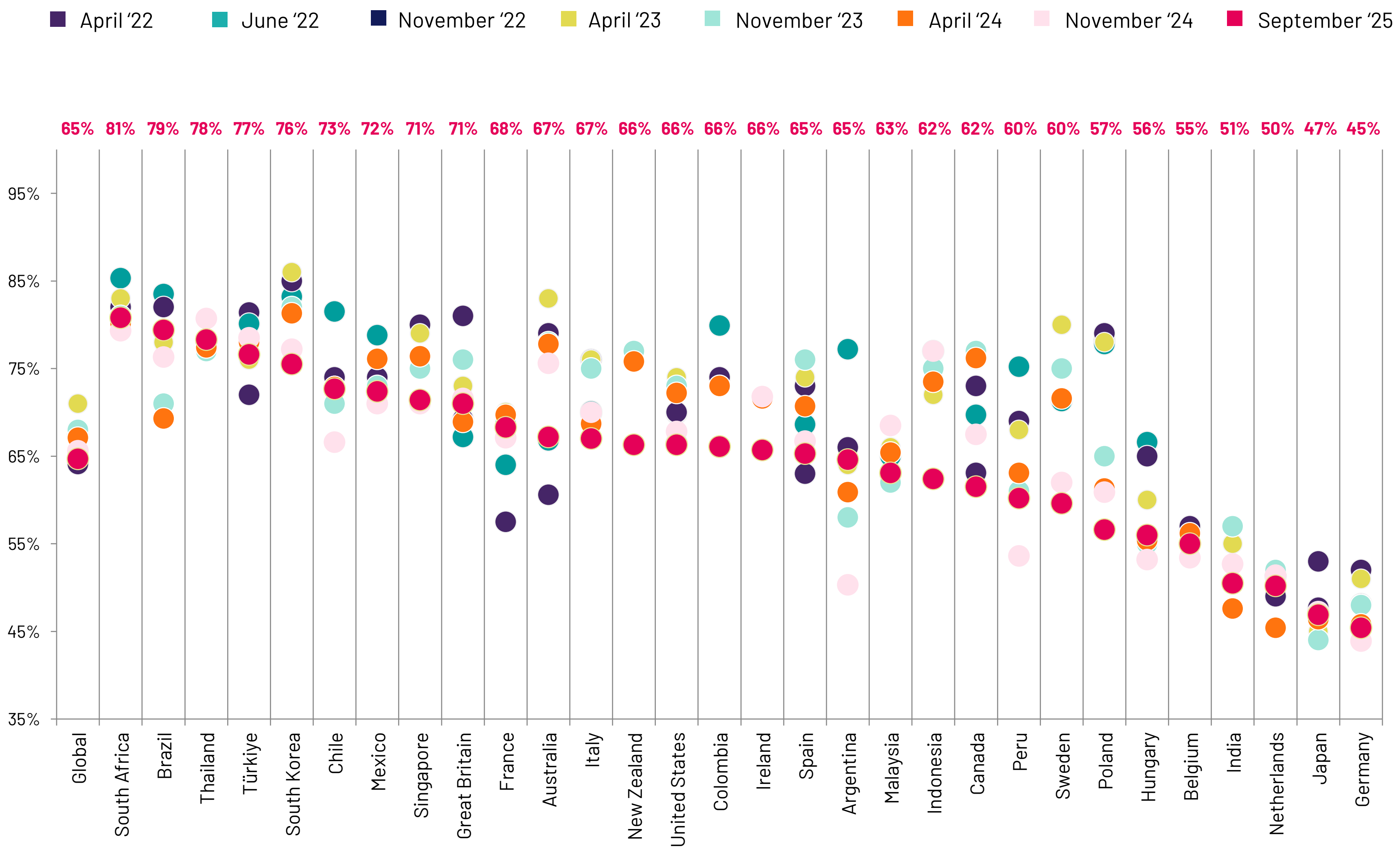


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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

The interest level in my country

% a great deal/fair amount

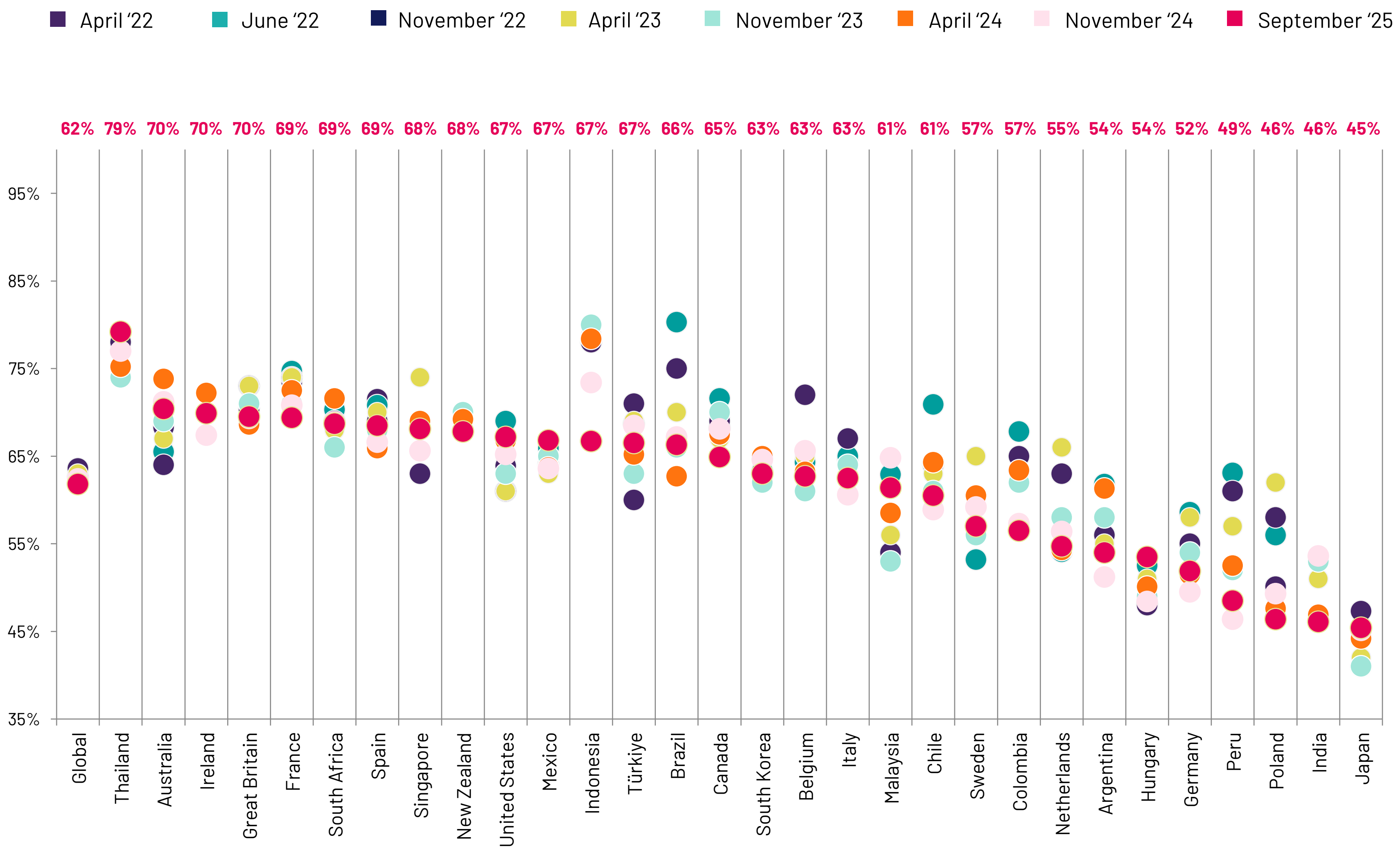


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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

Businesses making excessive profits

% a great deal/fair amount



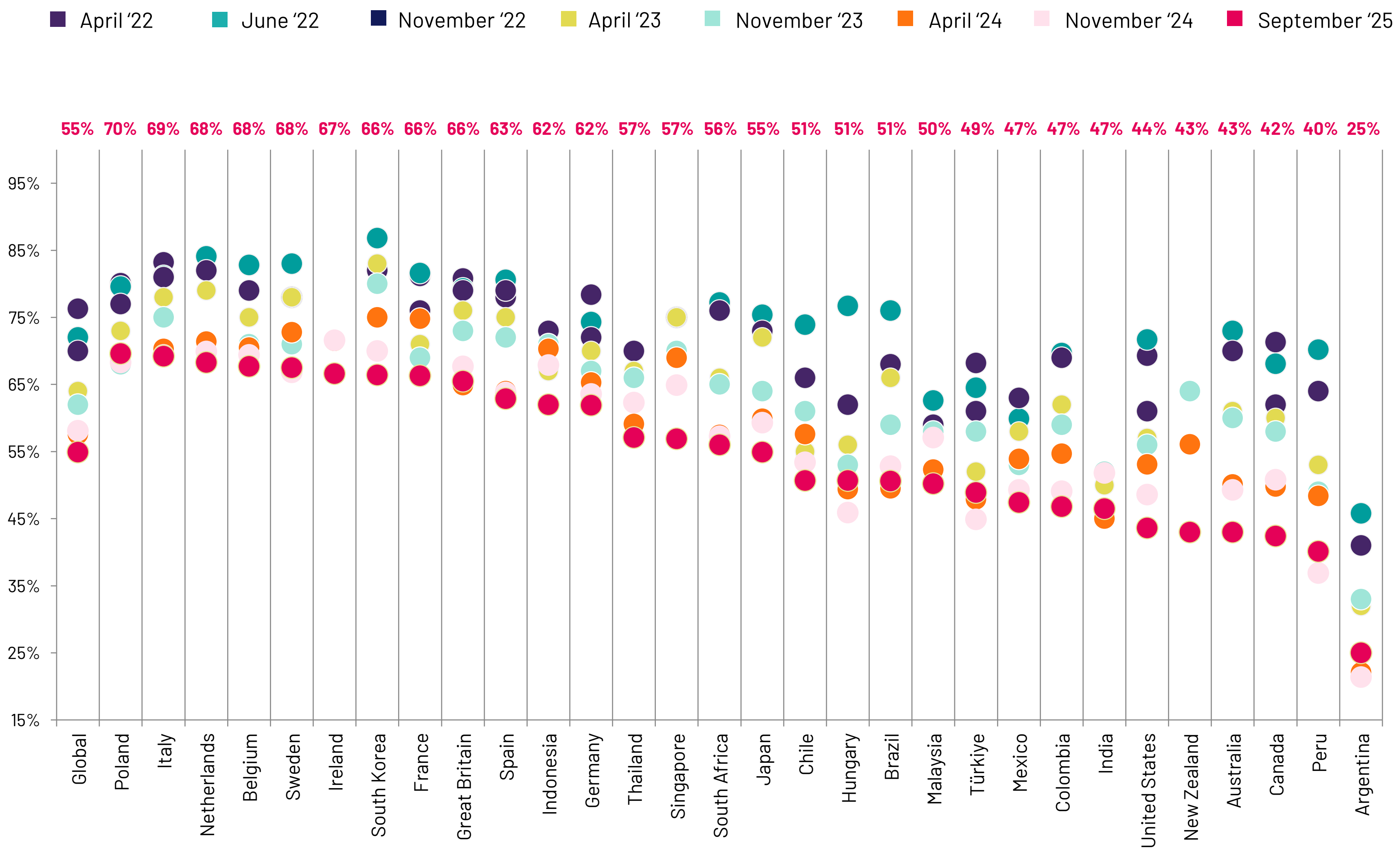
Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

Cost of living causes

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

The Russian invasion of Ukraine and its consequences

% a great deal/fair amount

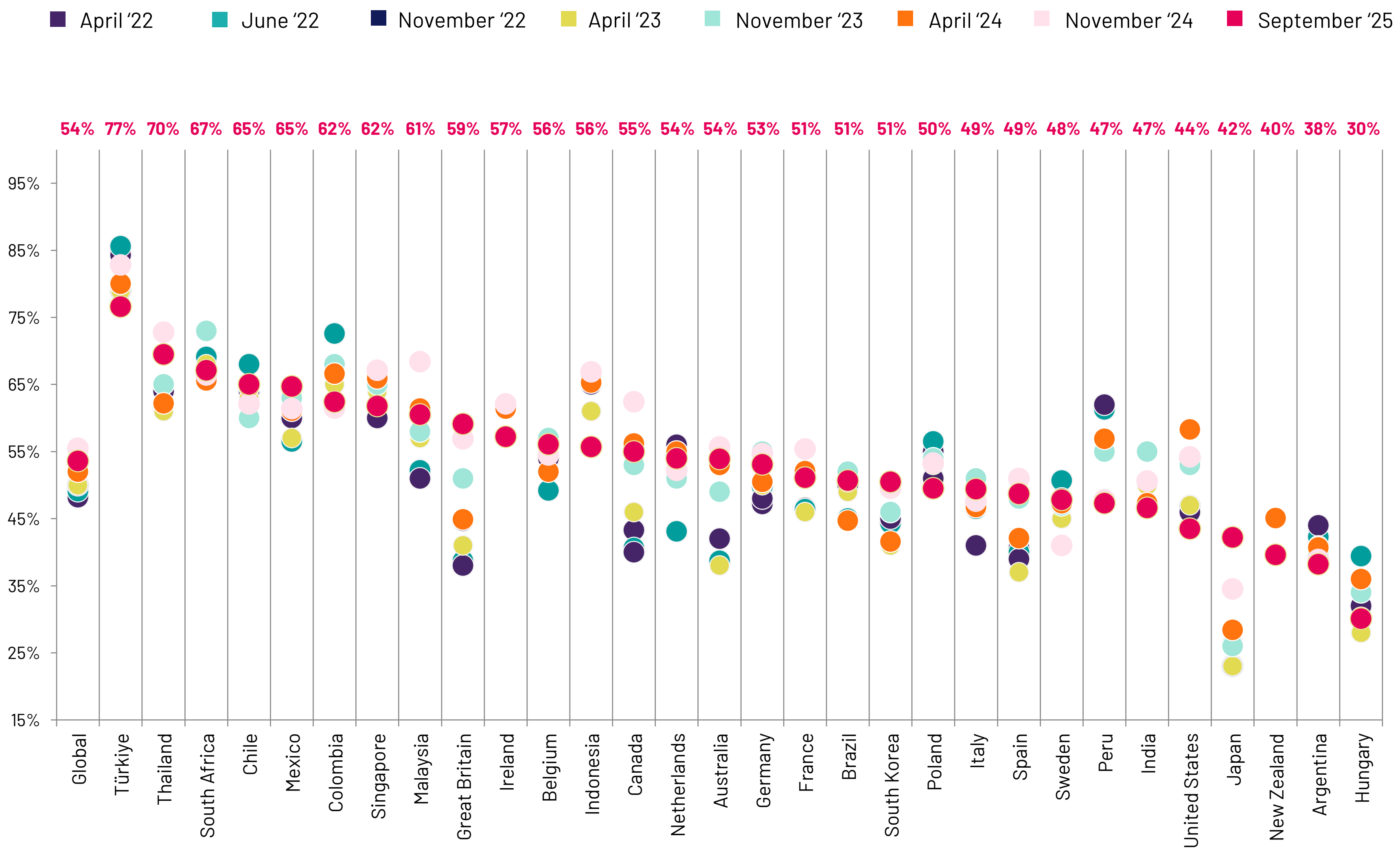


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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

Immigration into my country

% a great deal/fair amount

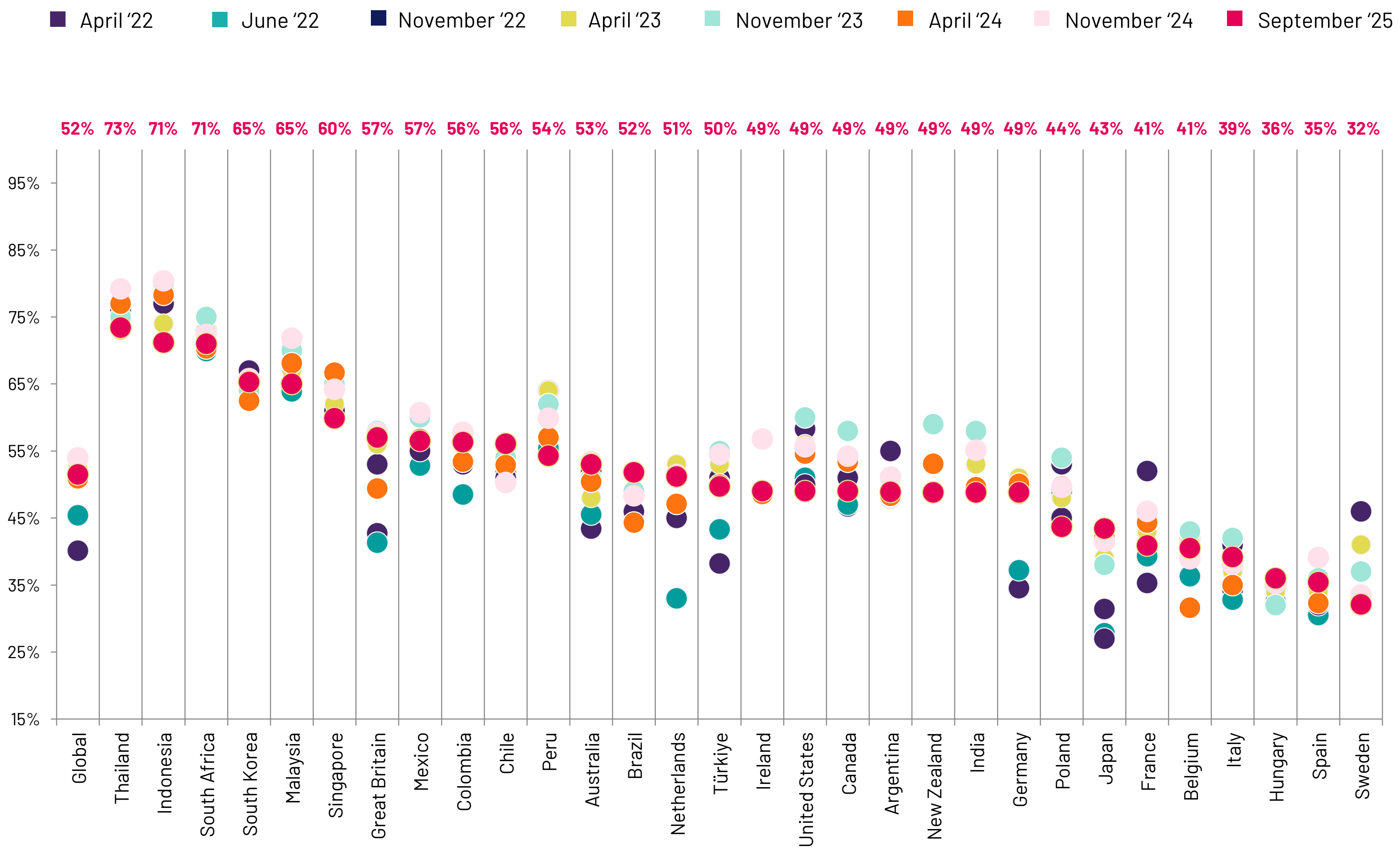


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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

Workers demanding pay increases

% a great deal/fair amount



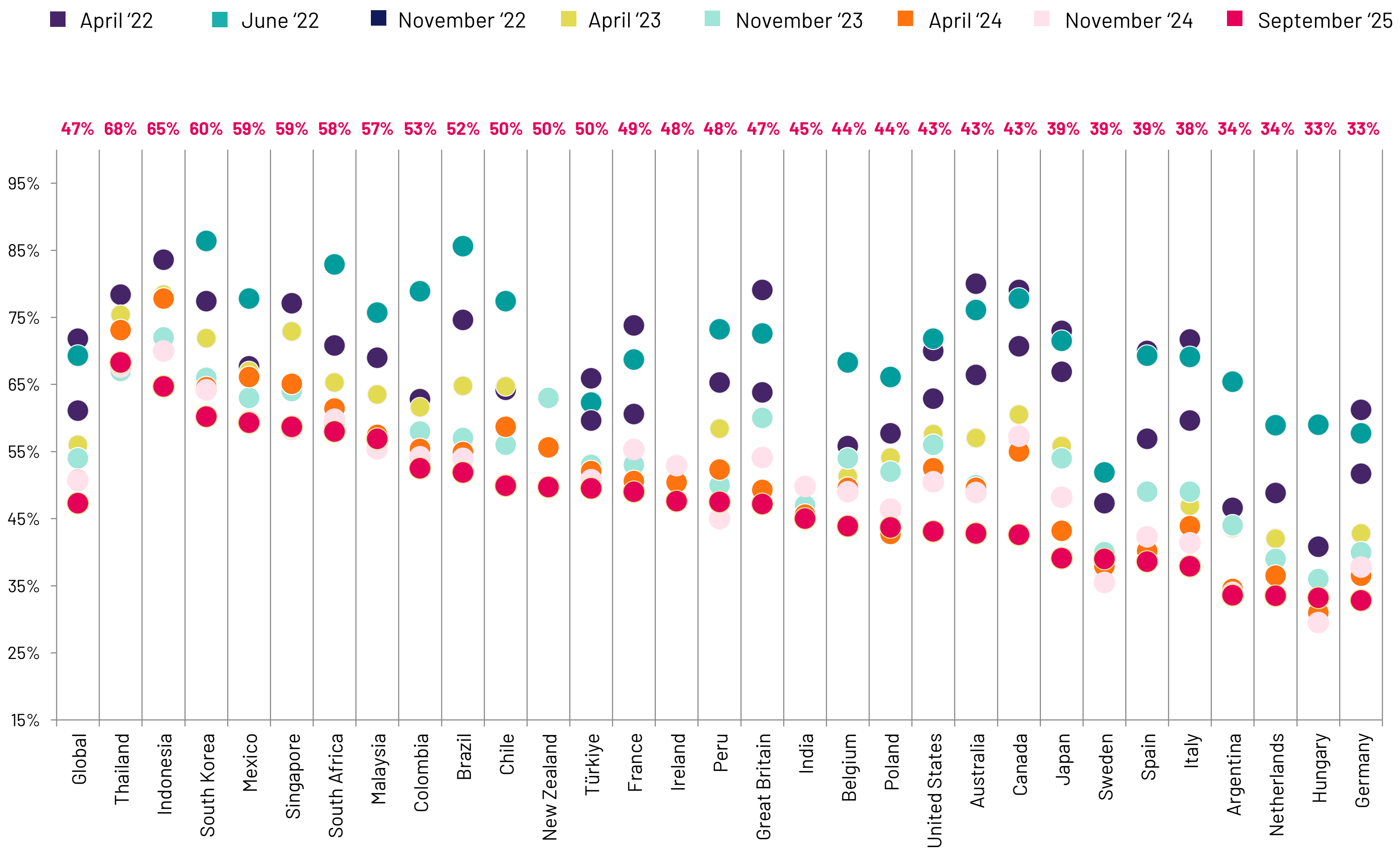
Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

Cost of living causes

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

The COVID-19 pandemic

% a great deal/fair amount



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

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.

30-country average

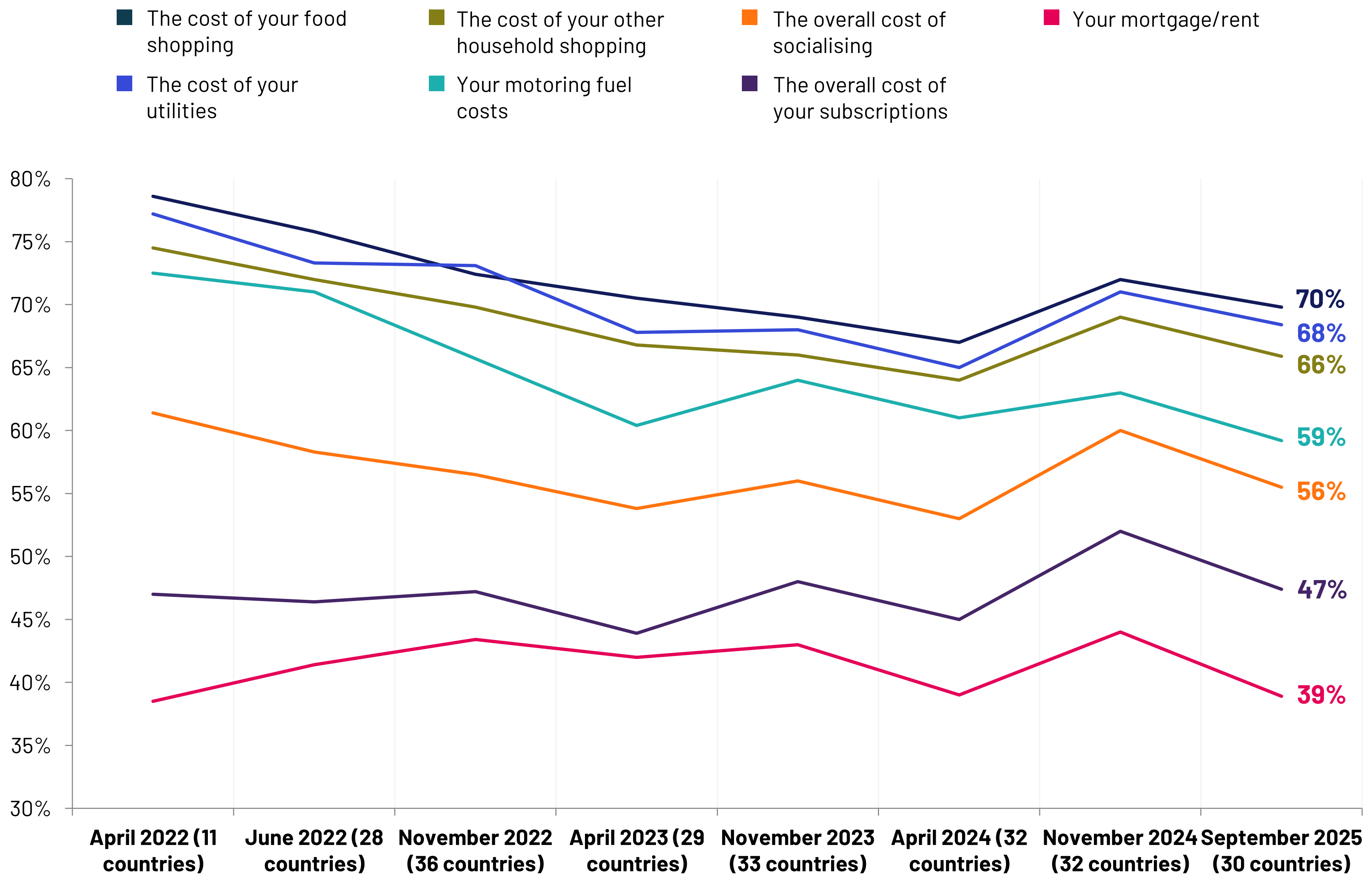
Country	It will rise a lot/little	Stay about the same	It will fall a lot/little
The cost of your food shopping	70%	19%	8%
The cost of your utilities, e.g. gas, electric, etc.	68%	21%	6%
The cost of your other household shopping	66%	21%	9%
Your motoring fuel costs, e.g. diesel, gasoline/petrol, etc.	59%	22%	7%
The overall cost of going out socialising	56%	22%	14%
The overall cost of your subscriptions, e.g. Netflix, gym memberships, etc.	47%	29%	10%
Your mortgage/rent	39%	29%	8%

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

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 a lot/little

30-country average

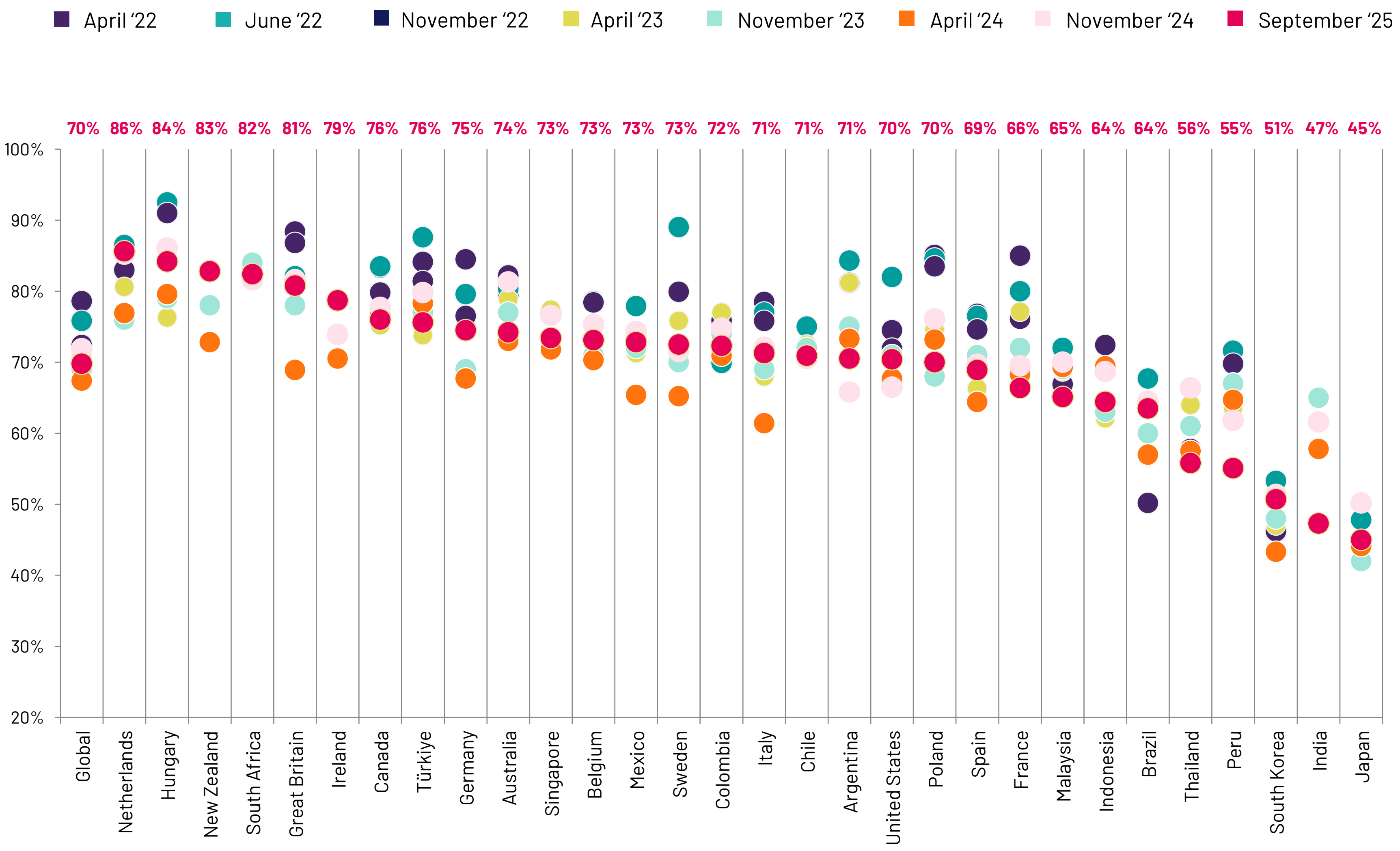


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

The cost of your food shopping

% it will rise a lot/little

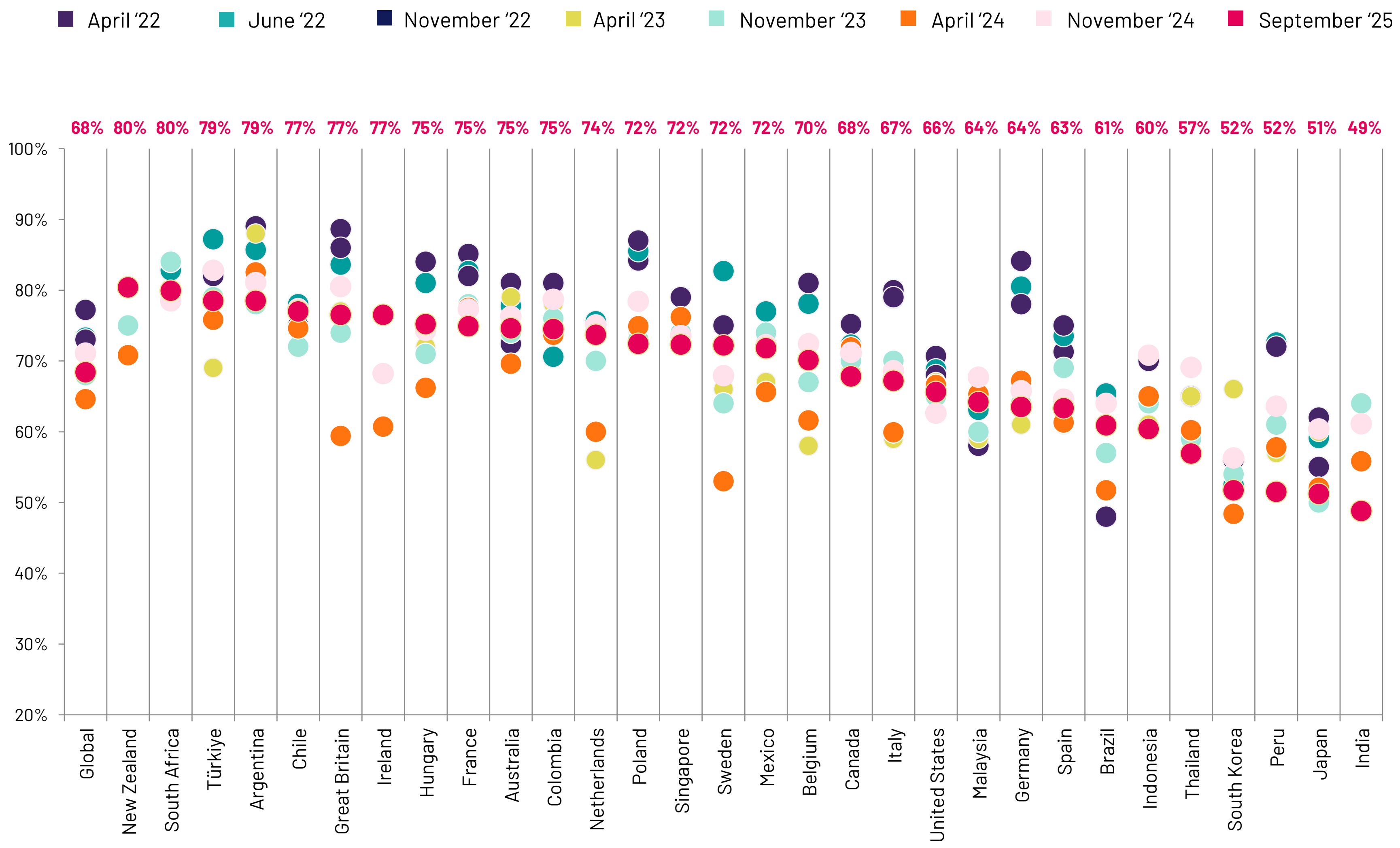


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

The cost of your utilities e.g. gas, electric, etc.

% it will rise a lot/little

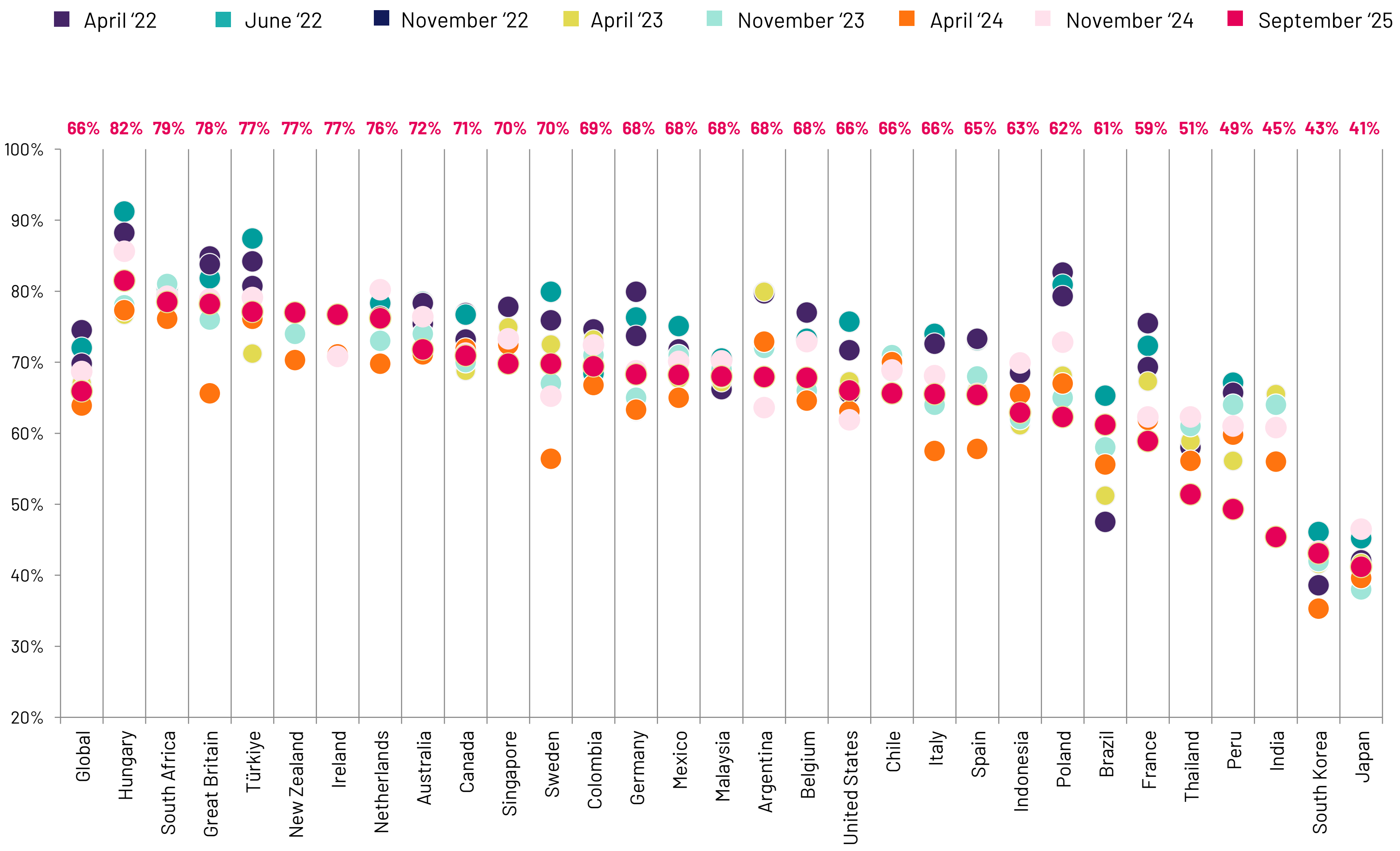


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

The cost of your other household shopping

% it will rise a lot/little

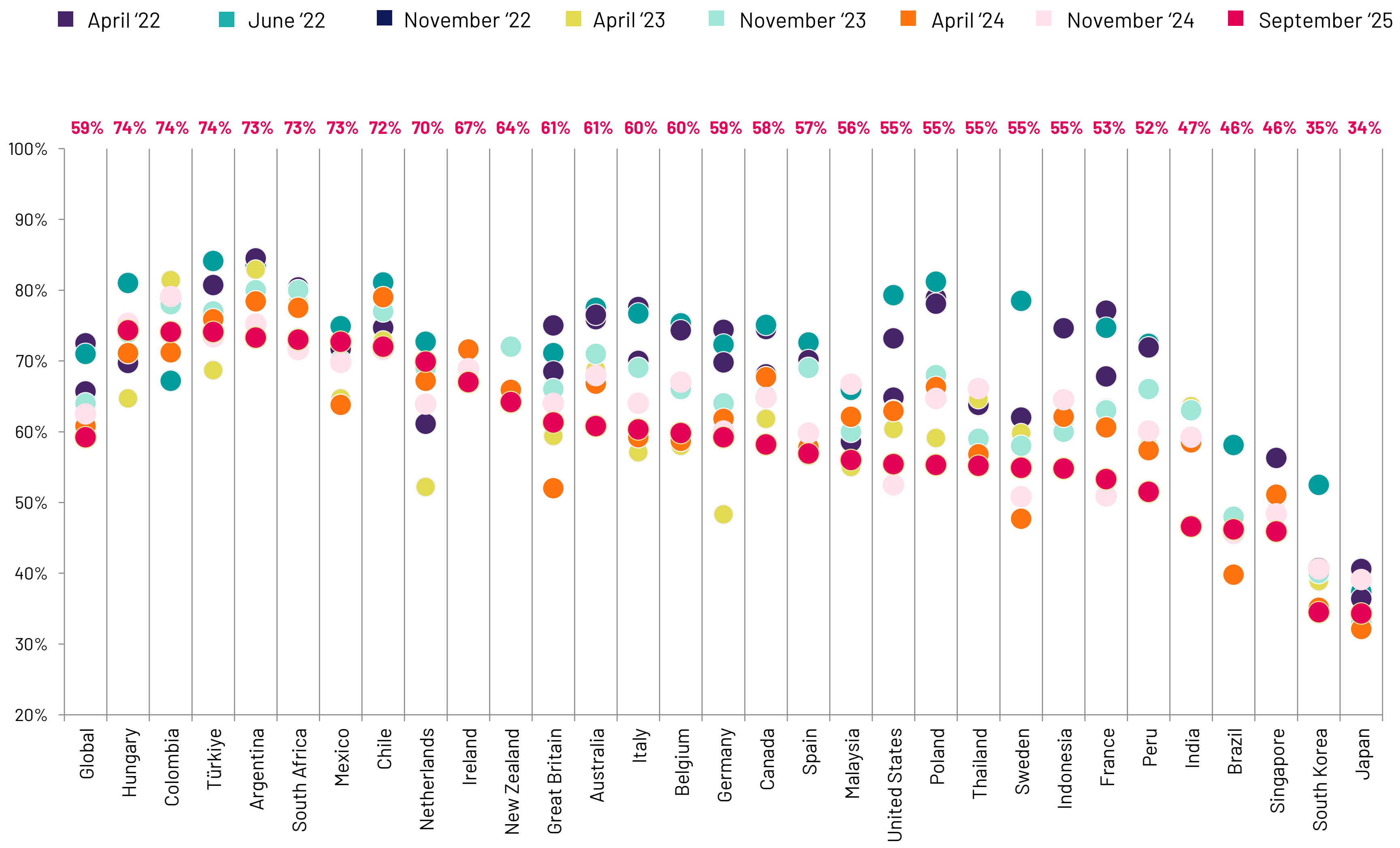


Base: 23,772 adults under the age of 75 across 30 countries, interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

Your motoring fuel costs, e.g. diesel, gasoline/petrol, etc.

% it will rise a lot/little

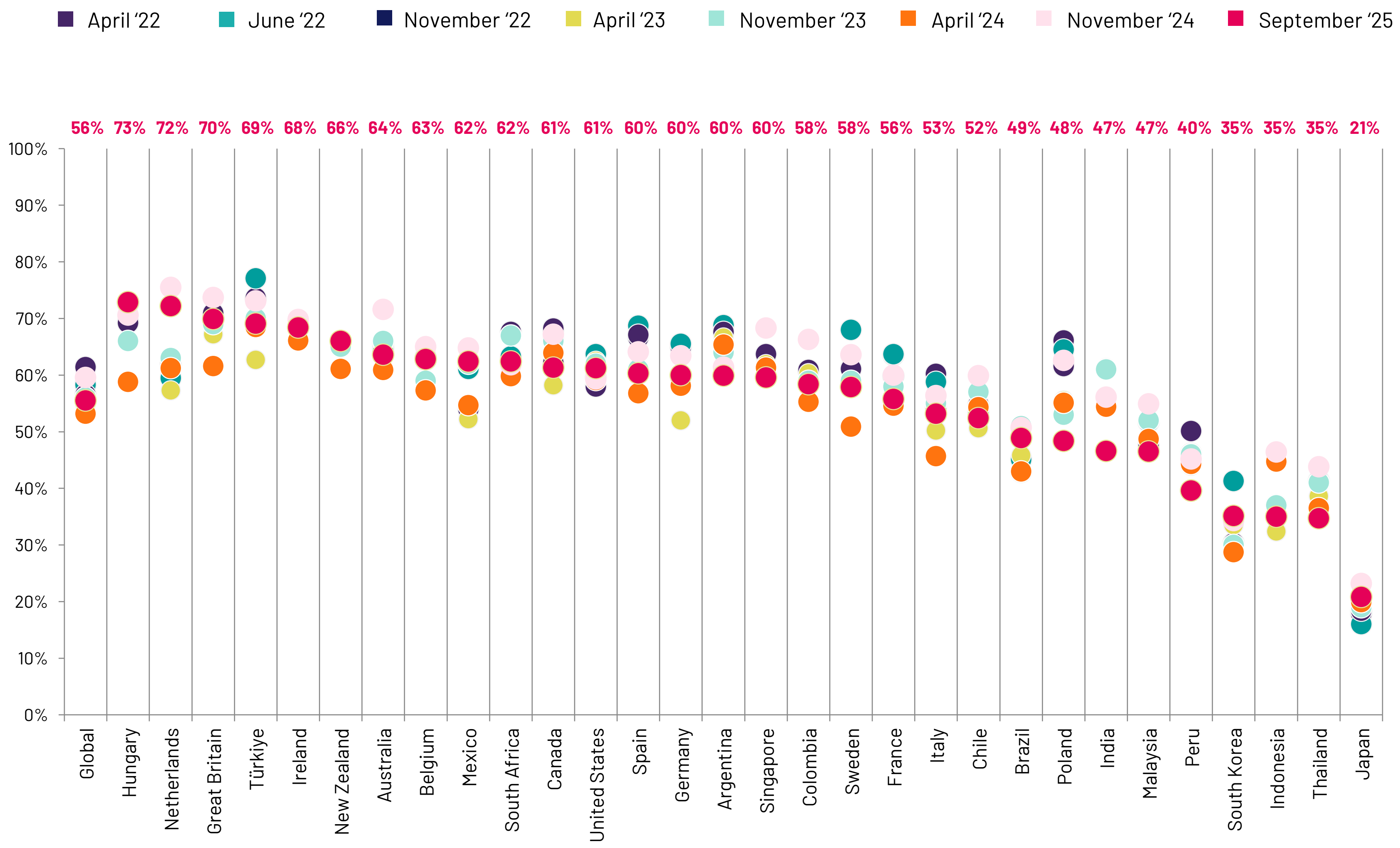


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

The overall cost of going out socialising e.g. cinema, cafes, restaurants, pubs, clubs, etc.

% it will rise a lot/little

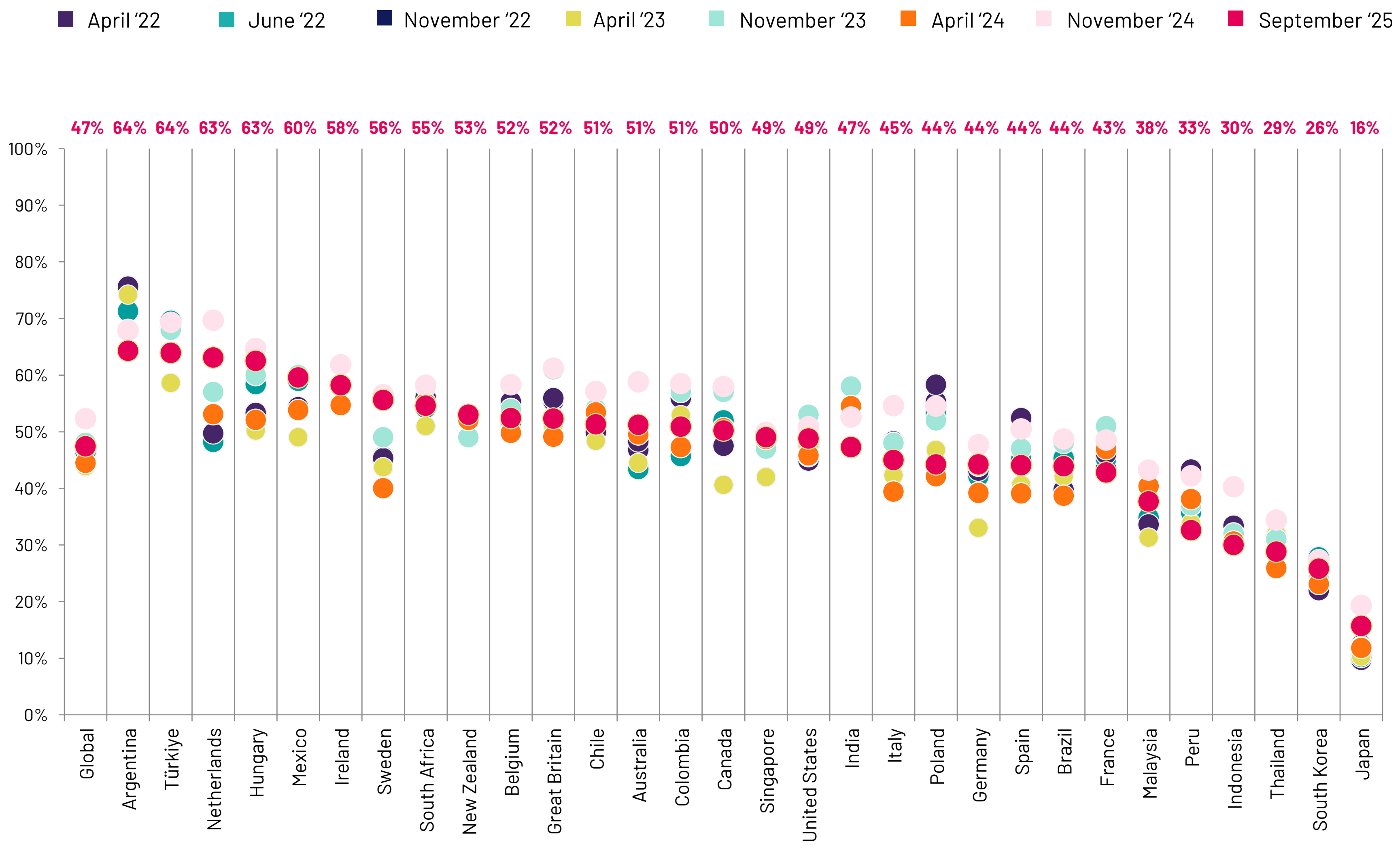


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

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

% it will rise a lot/little

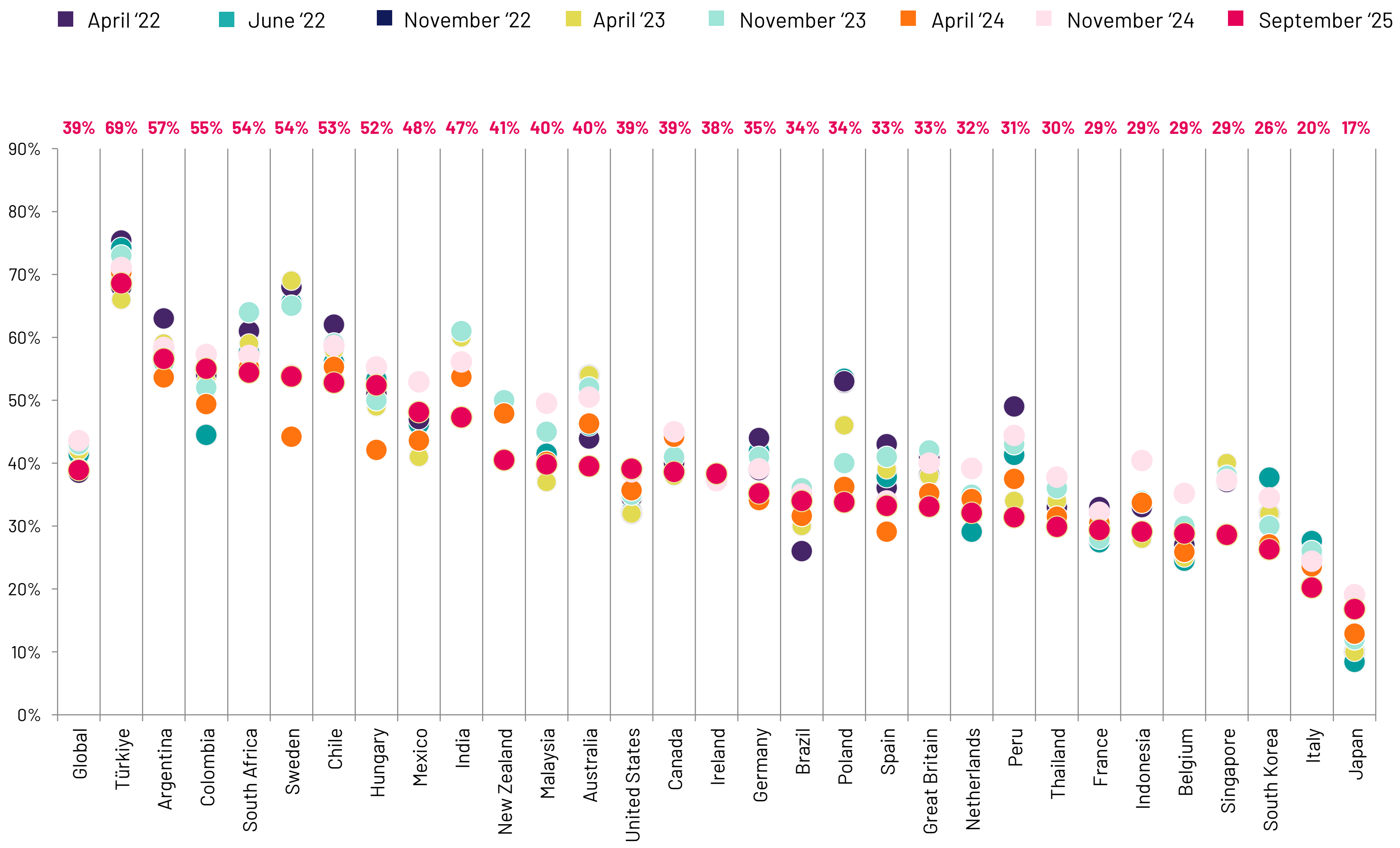


Base: 23,772 adults under the age of 75 across 30 countries , interviewed between Friday, August 22, and Friday, September 5, 2025.

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.

Your mortgage/rent

% it will rise a lot/little



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

Methodology

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.

For more information

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