

GLOBAL PERCEPTIONS OF INFLATION 2022

9 May, 2022

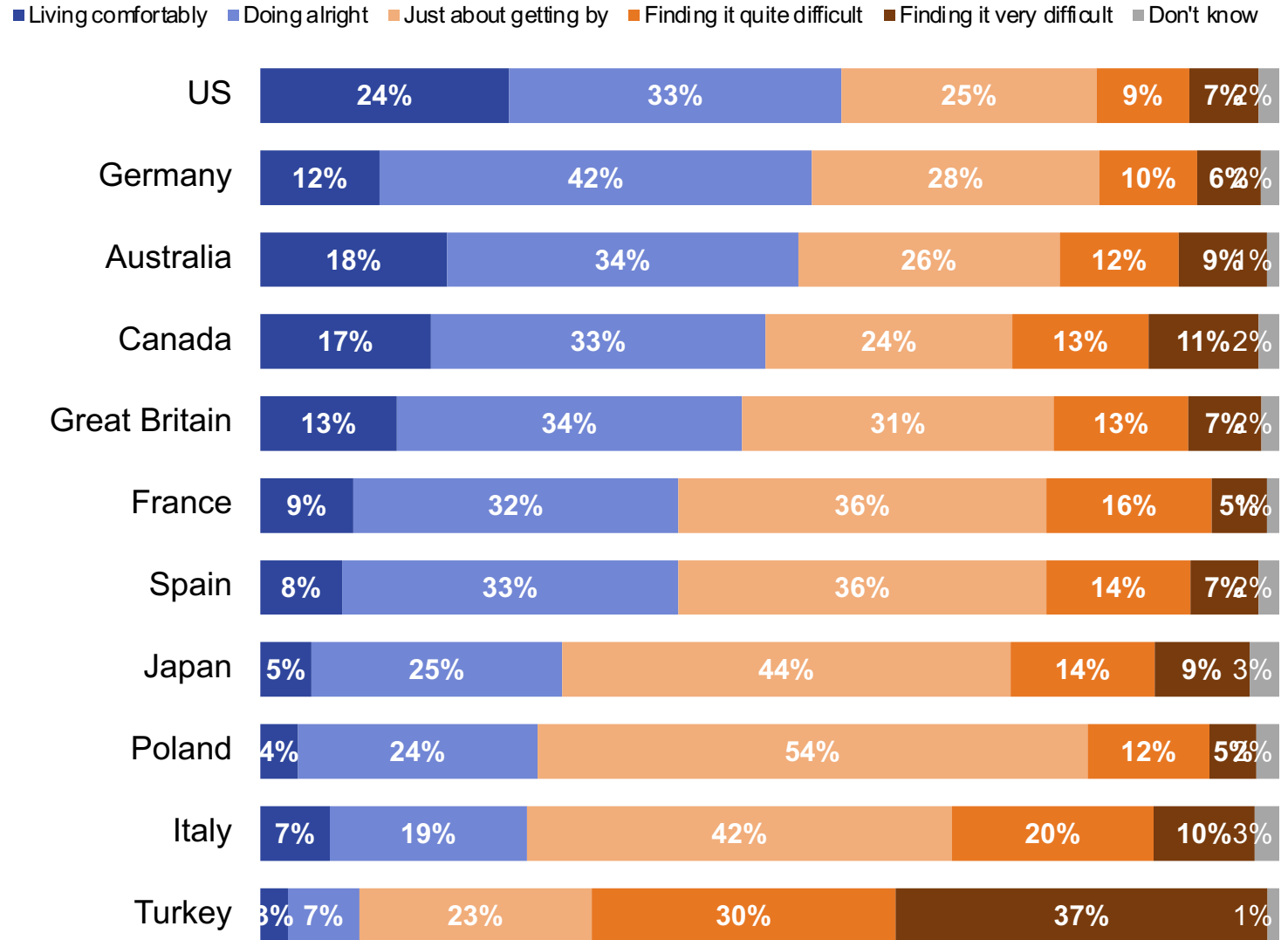
For more information: www.ipsos.com/en/global-perceptions-of-inflation-2022

GAME CHANGERS



CURRENT FINANCIAL SITUATION

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



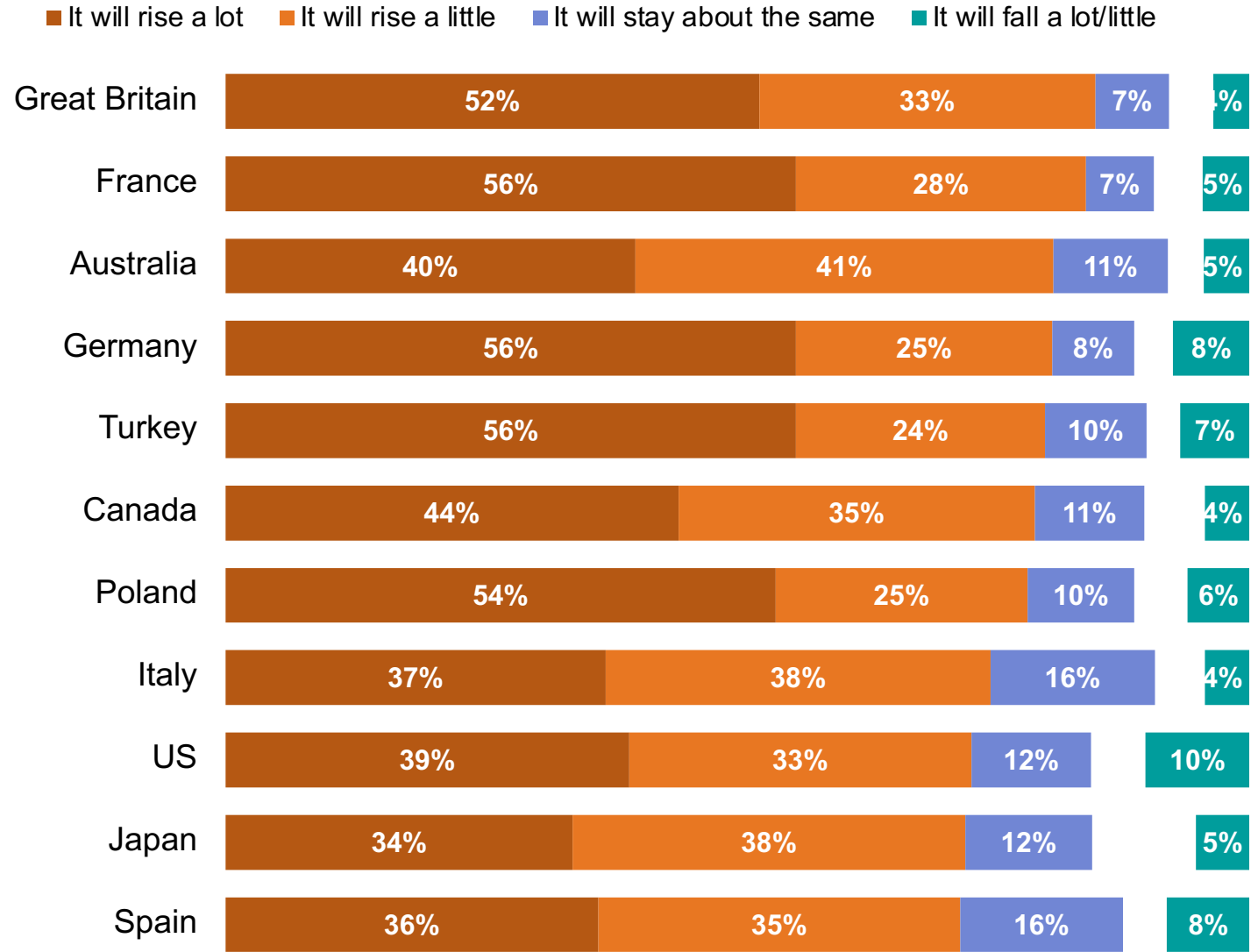
Ipsos Global Perceptions of Inflation 2022 – 11,030 participants across 11 countries, interviewed online 7 - 18 April 2022



EXPECTATIONS FOR 2022

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

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

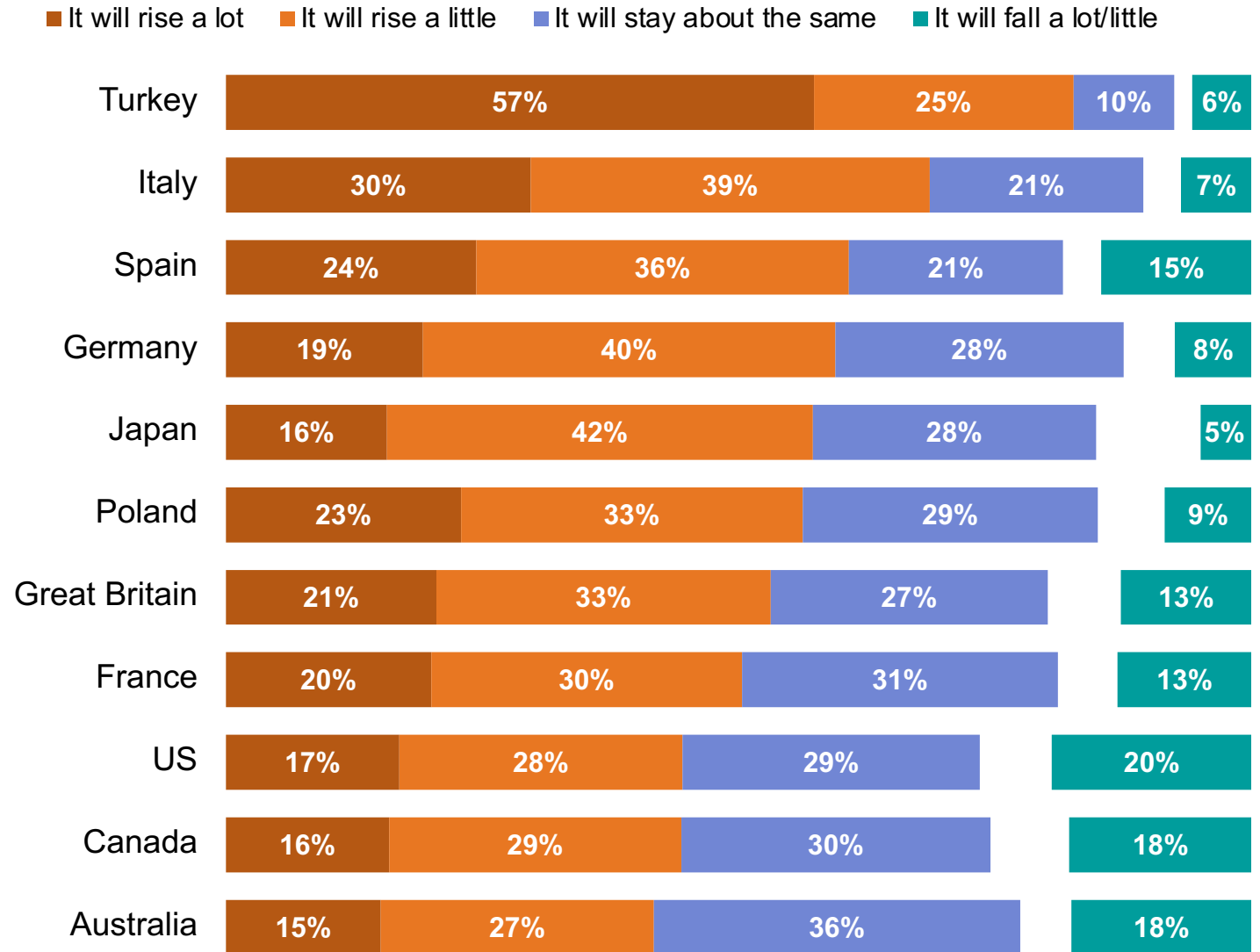


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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

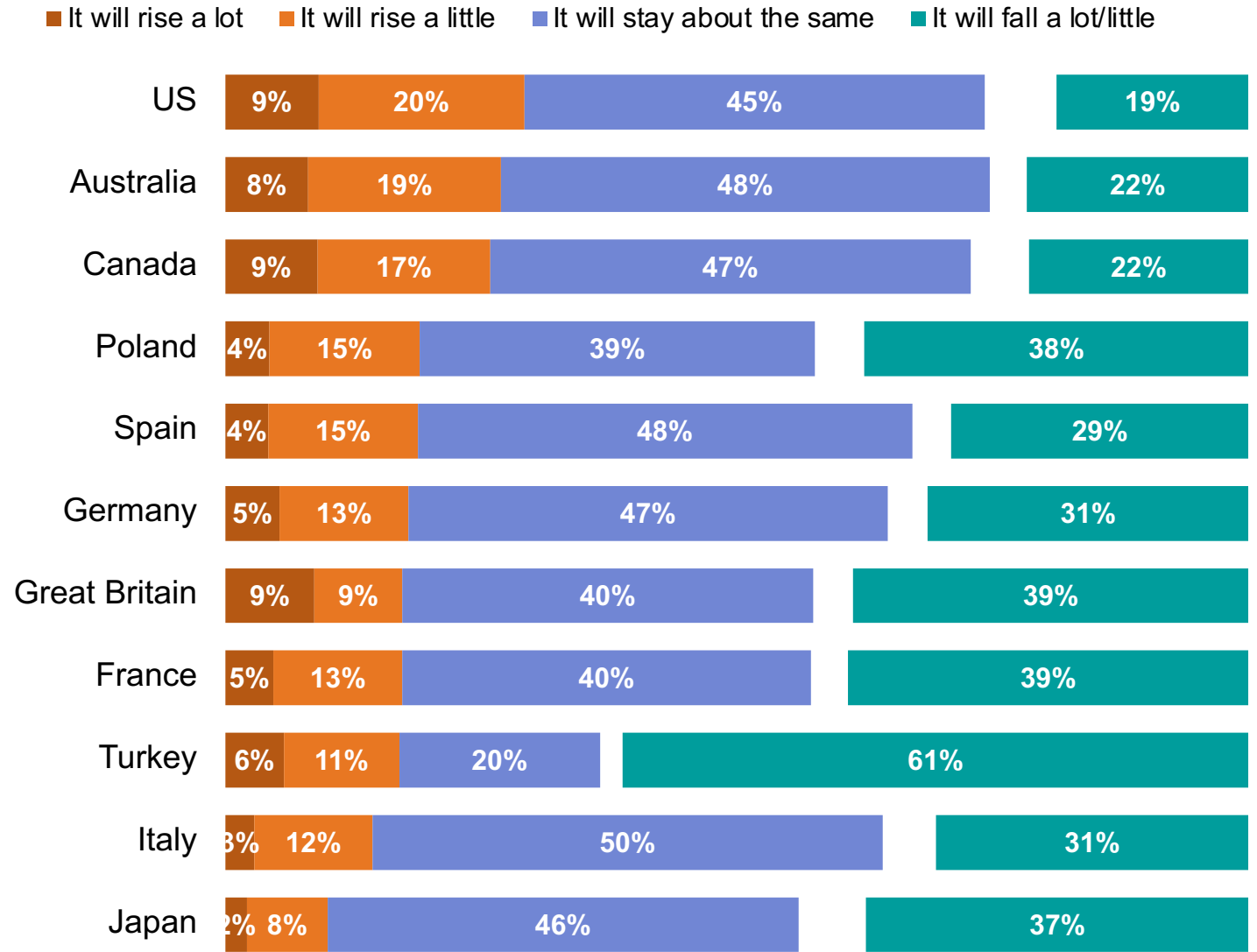
■ **The number of unemployed people in my country**



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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**

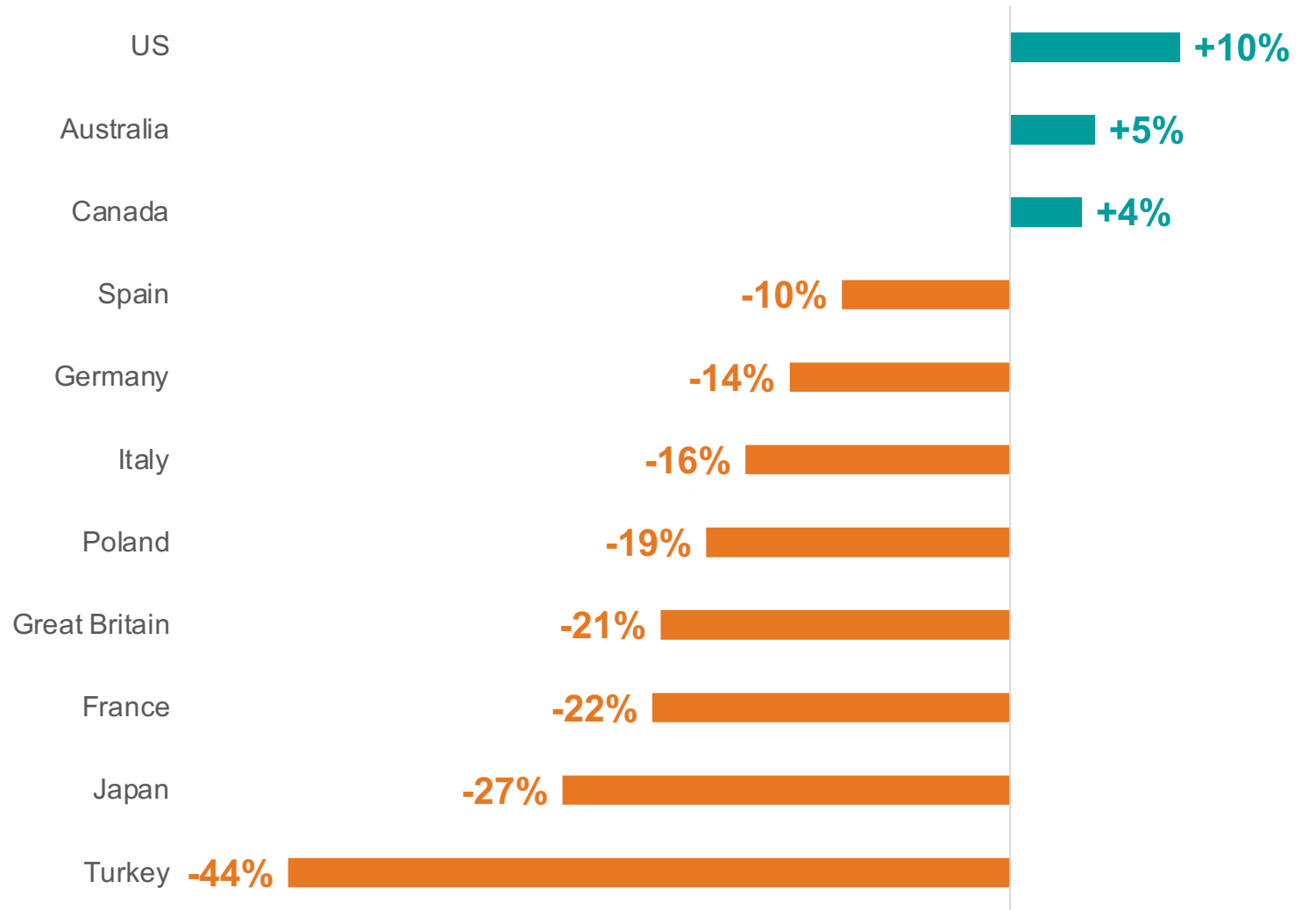


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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Your own standard of living

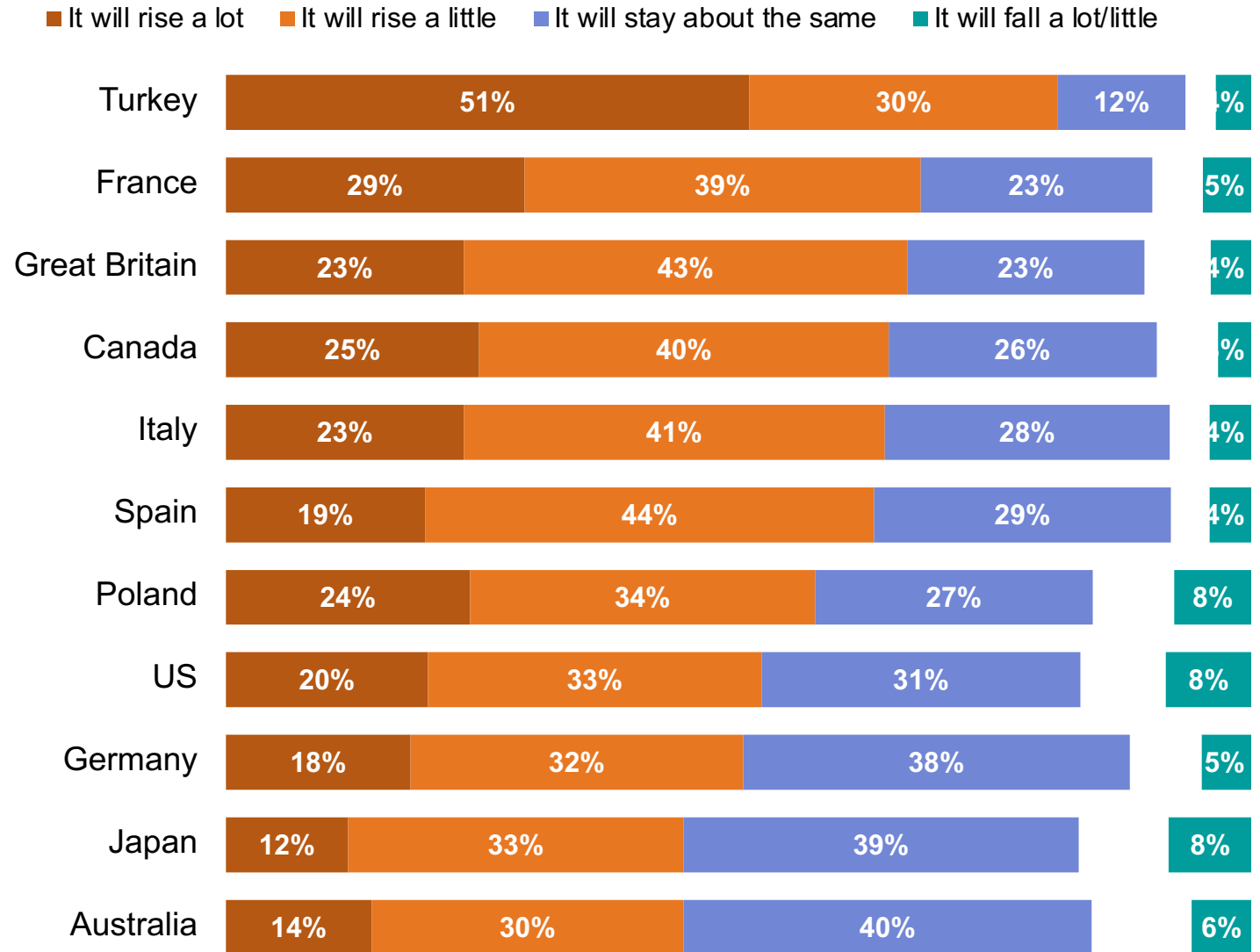
Net “rise”



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

■ **The taxes you pay**

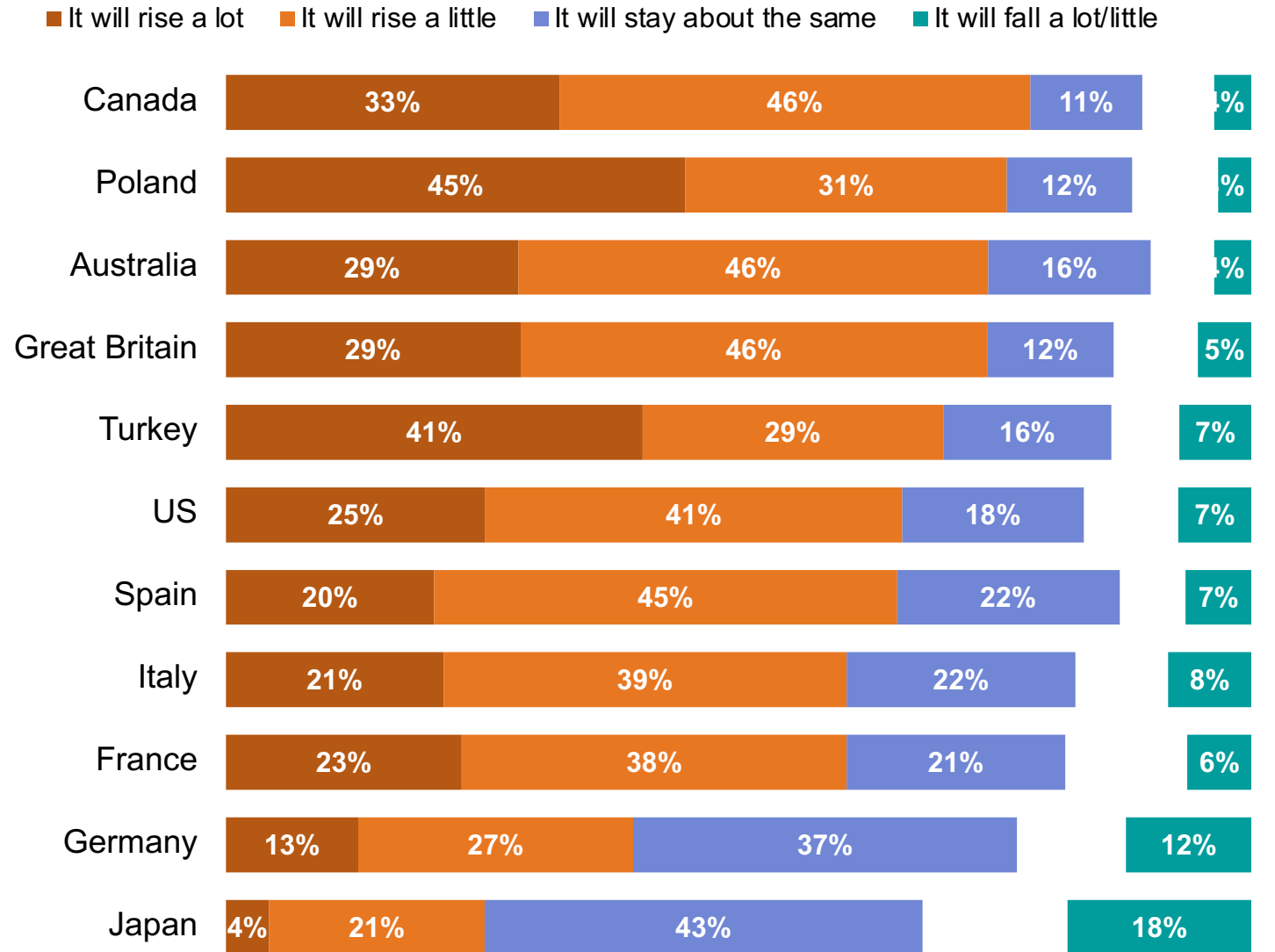


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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

Interest rates

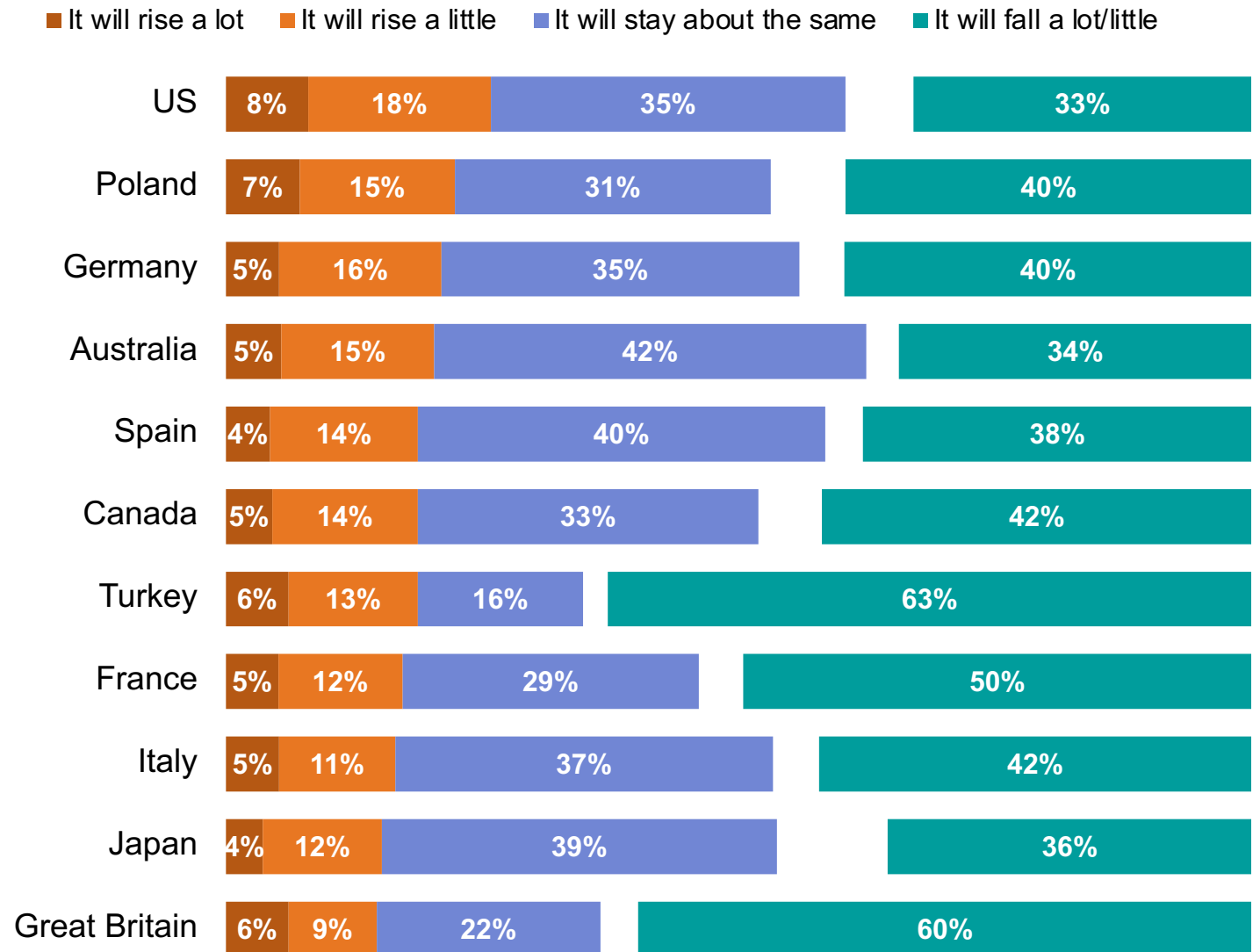


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Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

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

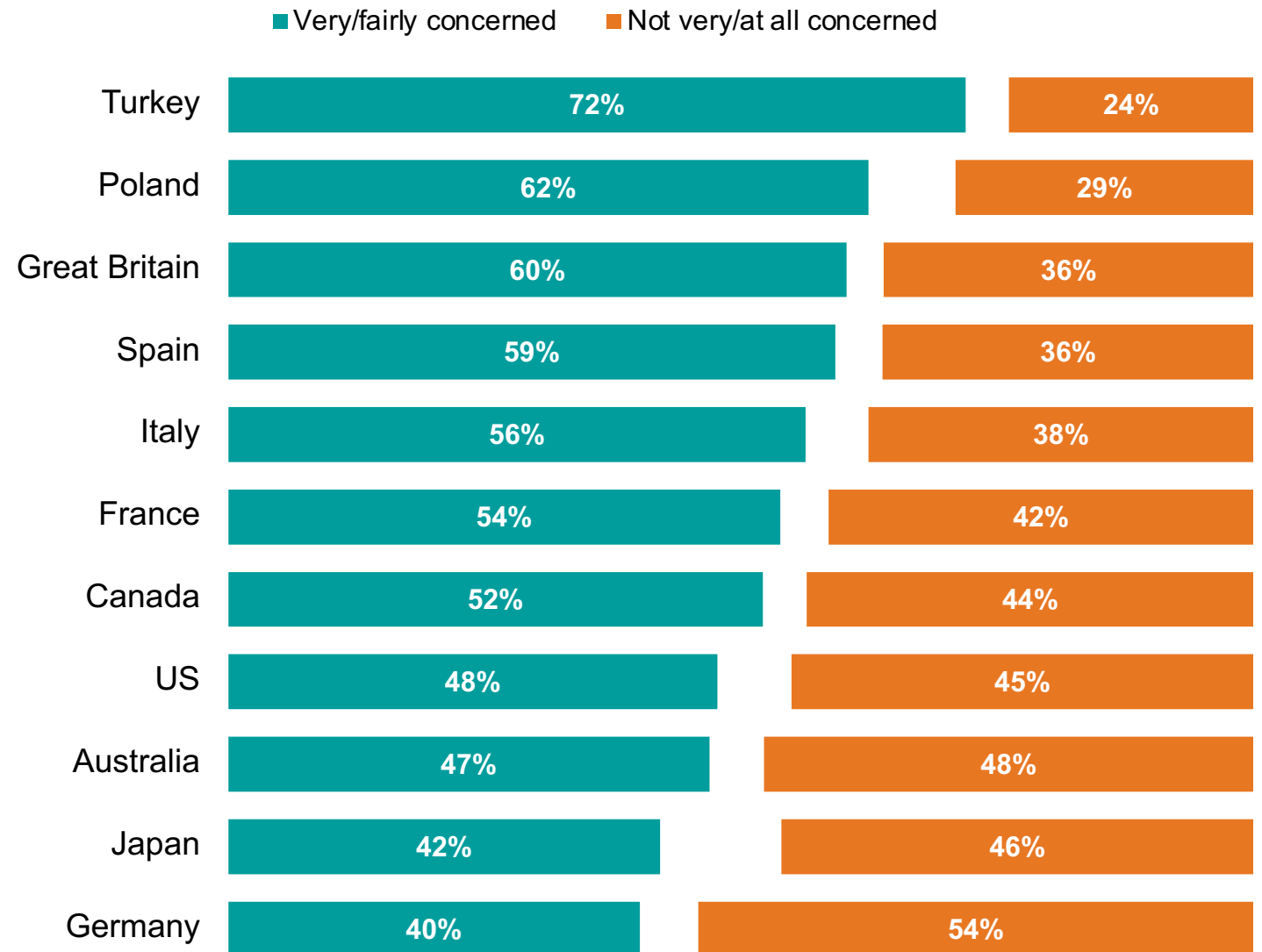


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PERSONAL FINANCIAL CONCERNS

Thinking about your personal financial situation over the next six months. How concerned, if at all, are you about each of the following over the next six months?

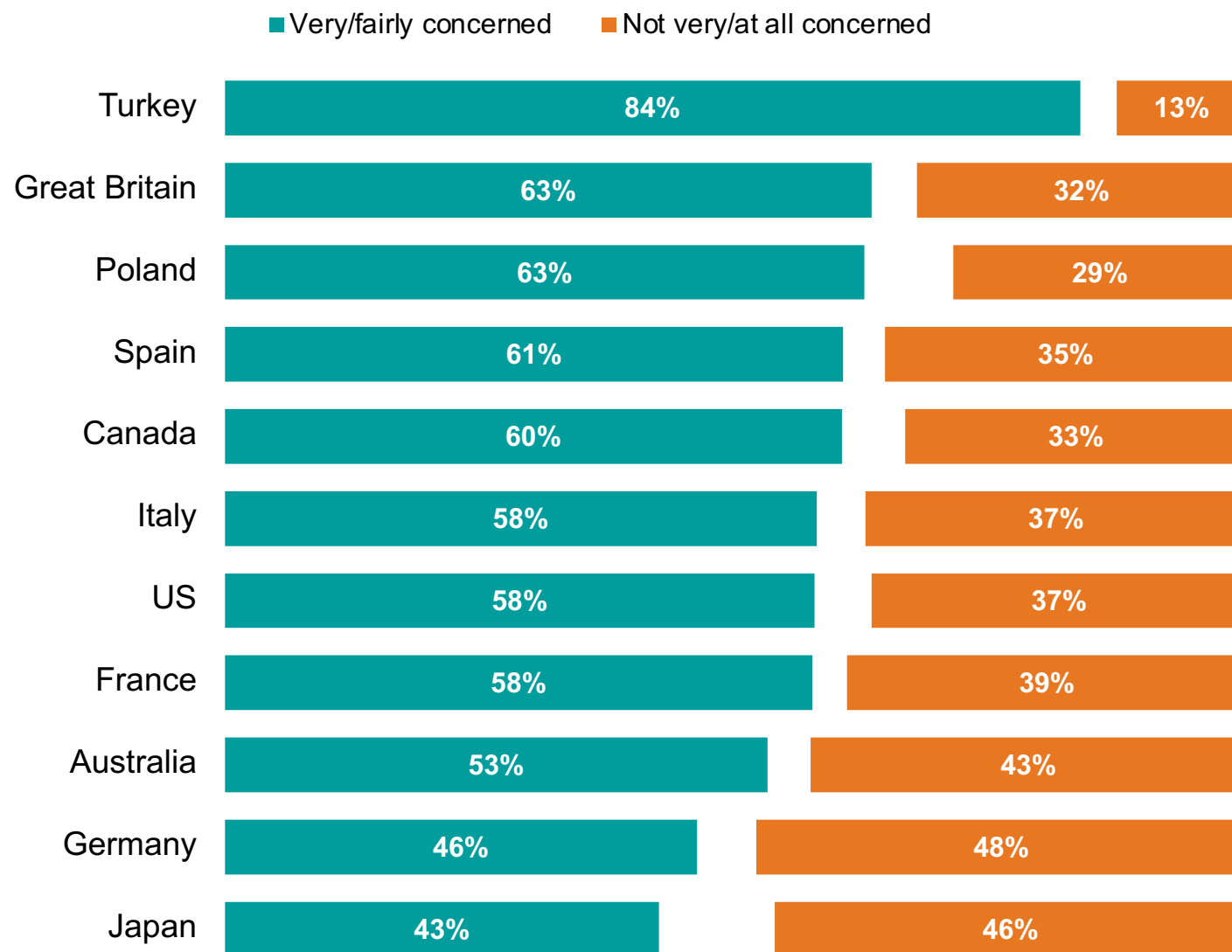
■ **Your ability to pay the bills**



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Thinking about your personal financial situation over the next six months. How concerned, if at all, are you about each of the following over the next six months?

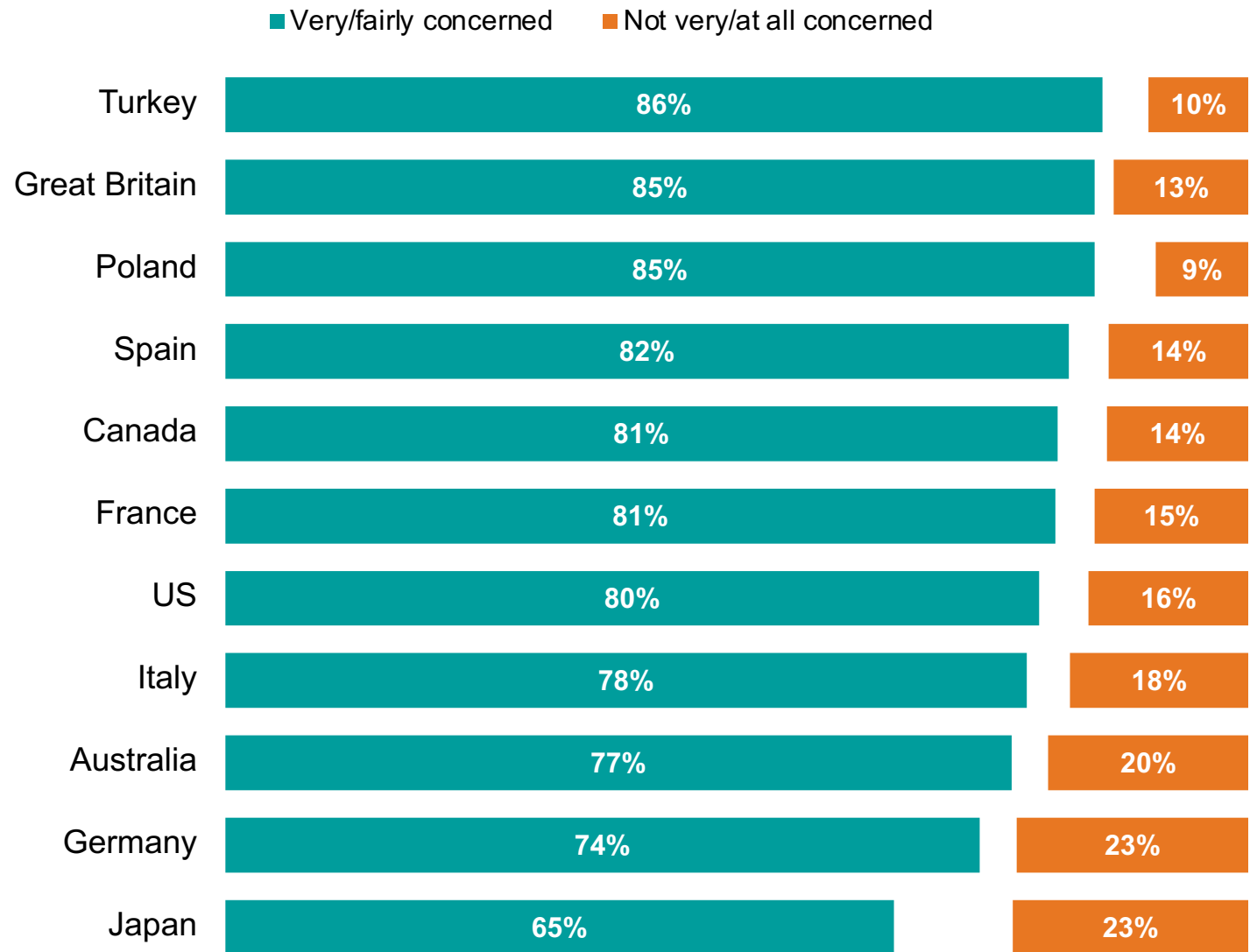
■ **Your ability to buy things you're used to buying**



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Thinking about your personal financial situation over the next six months. How concerned, if at all, are you about each of the following over the next six months?

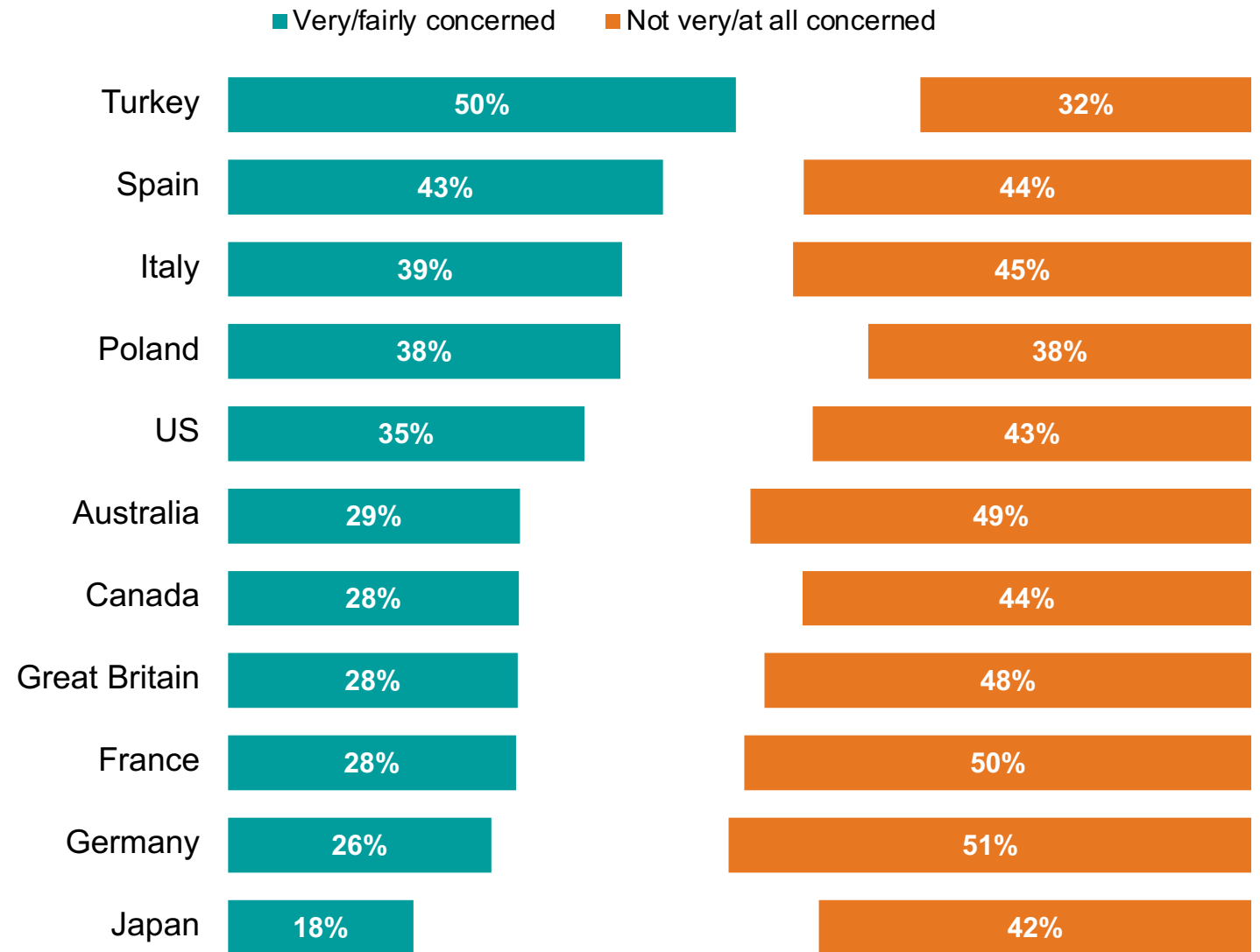
■ **The cost of goods and services increasing**



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Thinking about your personal financial situation over the next six months. How concerned, if at all, are you about each of the following over the next six months?

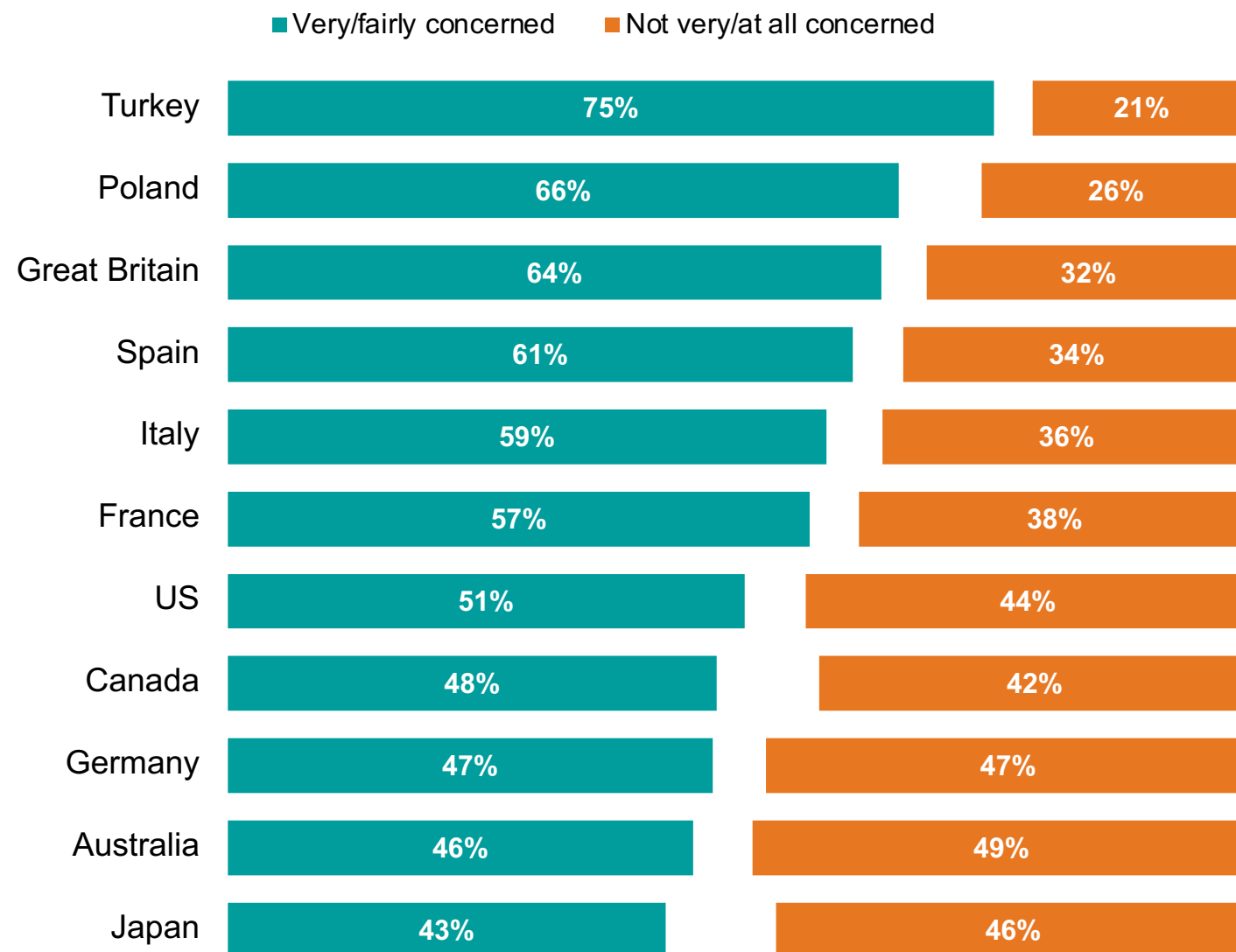
■ **The value of your home**



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Thinking about your personal financial situation over the next six months. How concerned, if at all, are you about each of the following over the next six months?

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

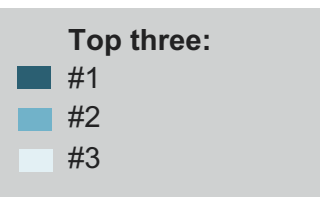


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EXPECTATIONS FOR SPENDING

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

% increase a lot/a little

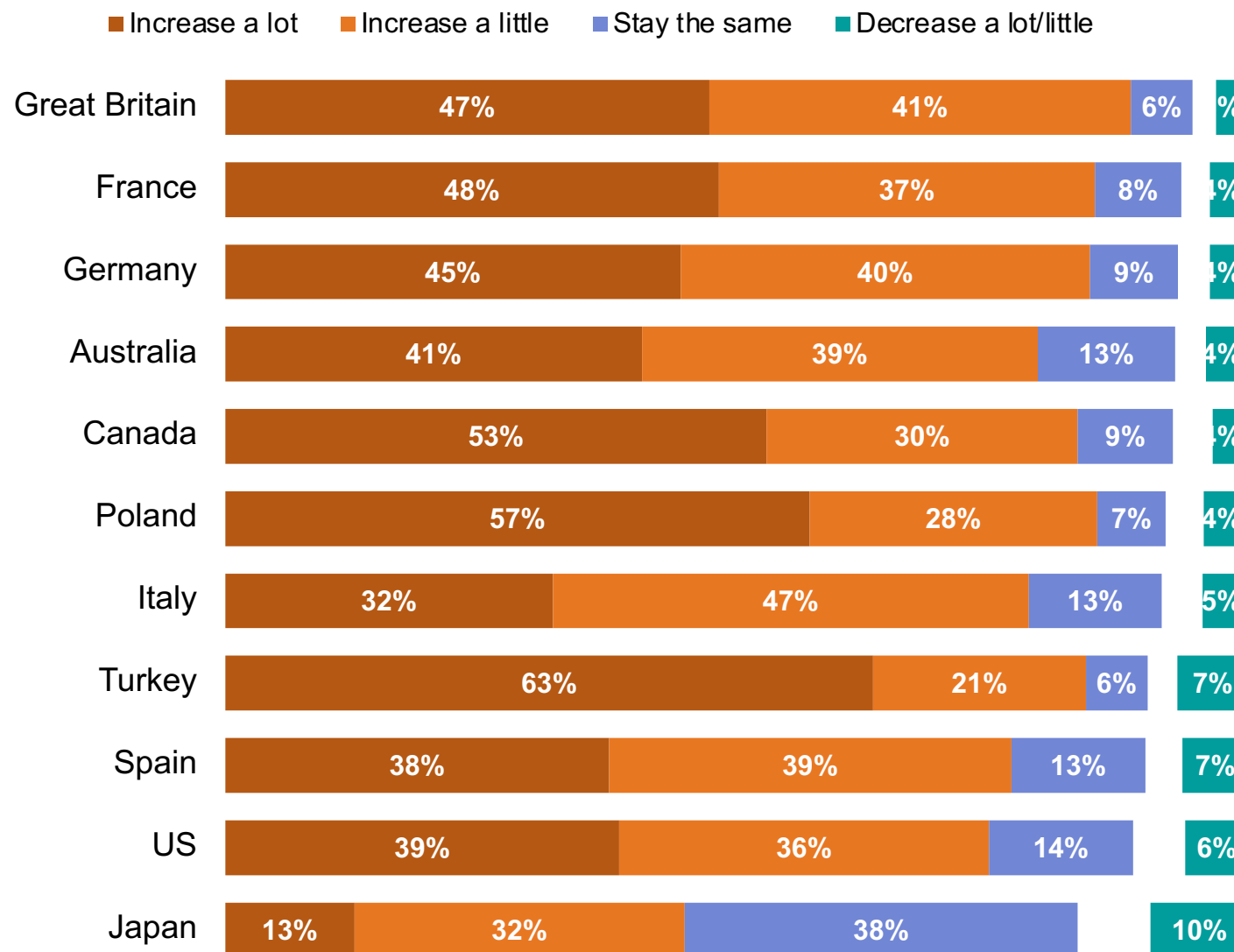


| | USA | GBR | CAN | FRA | ITA | DEU | JAP | AUS | POL | ESP | TUR |
|--------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The cost of your food shopping | 75% | 88% | 83% | 85% | 79% | 85% | 45% | 79% | 85% | 77% | 84% |
| The cost of your other household shopping | 72% | 85% | 77% | 76% | 74% | 80% | 41% | 75% | 83% | 73% | 84% |
| The cost of your utilities | 71% | 89% | 75% | 85% | 80% | 84% | 55% | 72% | 84% | 71% | 83% |
| The overall cost of your subscriptions | 45% | 55% | 58% | 44% | 48% | 42% | 10% | 47% | 55% | 45% | 68% |
| Your motoring fuel costs | 73% | 75% | 75% | 77% | 78% | 74% | 41% | 76% | 79% | 69% | 81% |
| Your mortgage/rent | 35% | 38% | 40% | 28% | 25% | 39% | 10% | 44% | 53% | 36% | 75% |
| The overall cost of going out socialising | 60% | 70% | 68% | 64% | 60% | 65% | 18% | 65% | 66% | 67% | 74% |

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

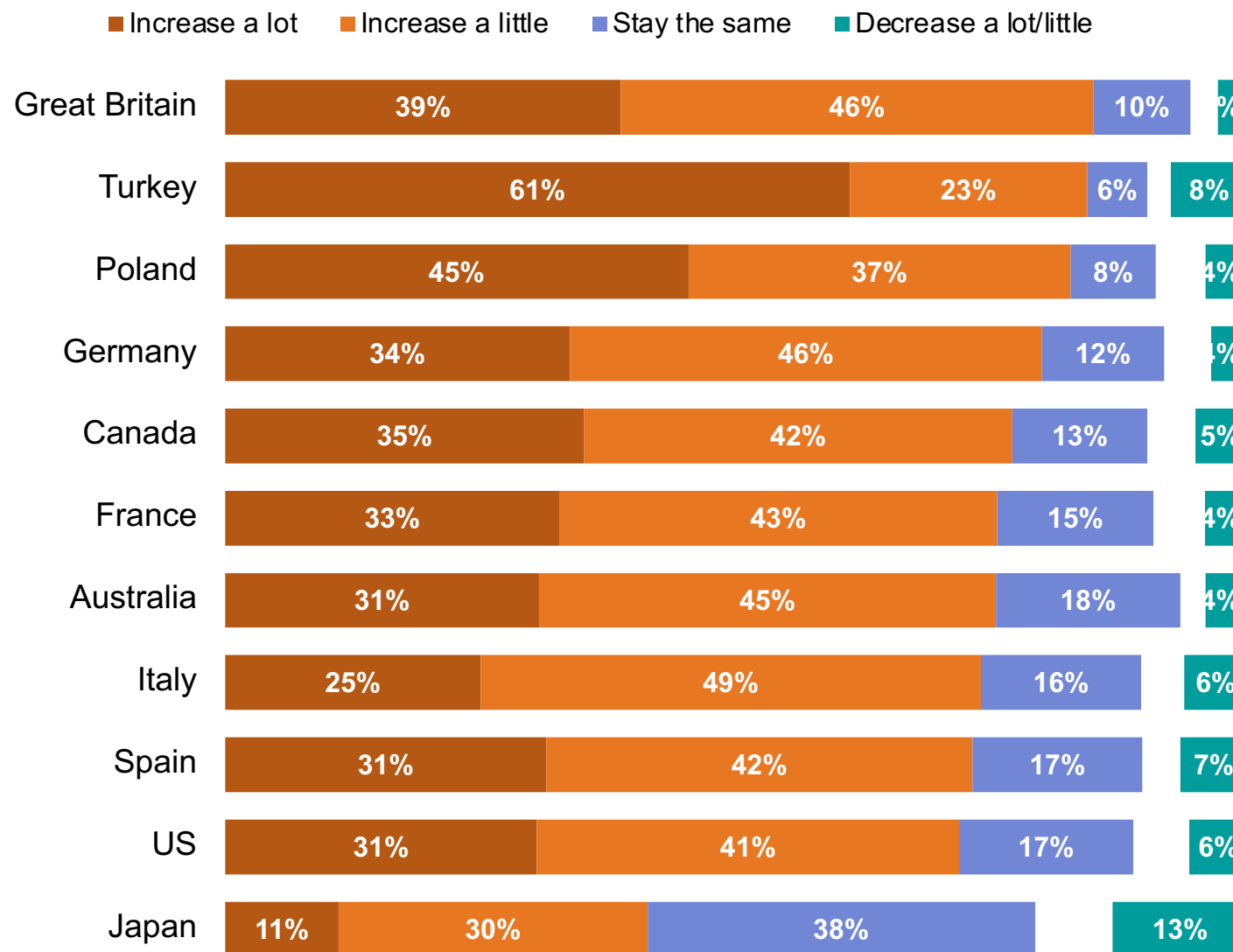
■ **The cost of your food shopping**



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

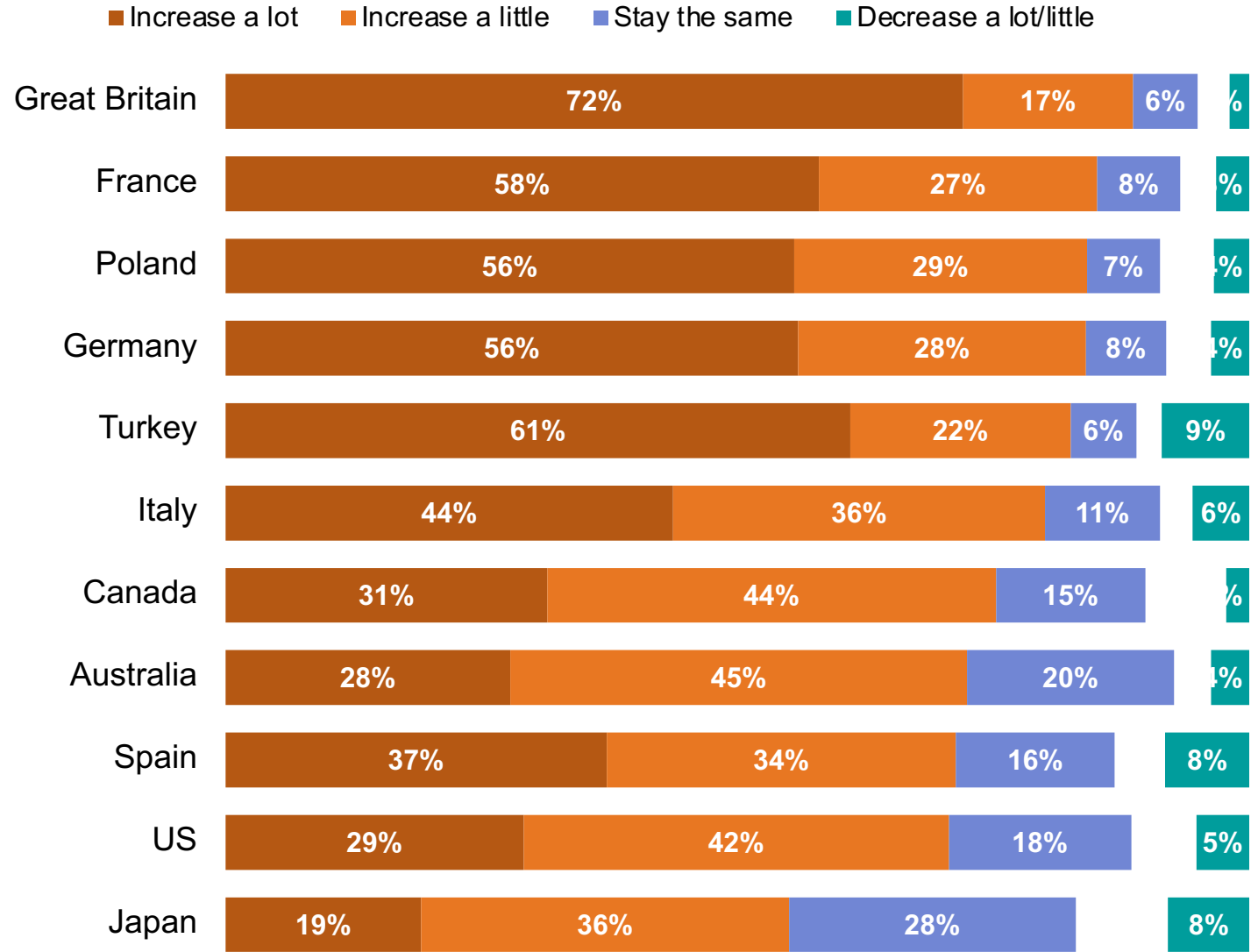
■ **The cost of your other household shopping**



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

■ **The cost of your utilities (gas and electric)**

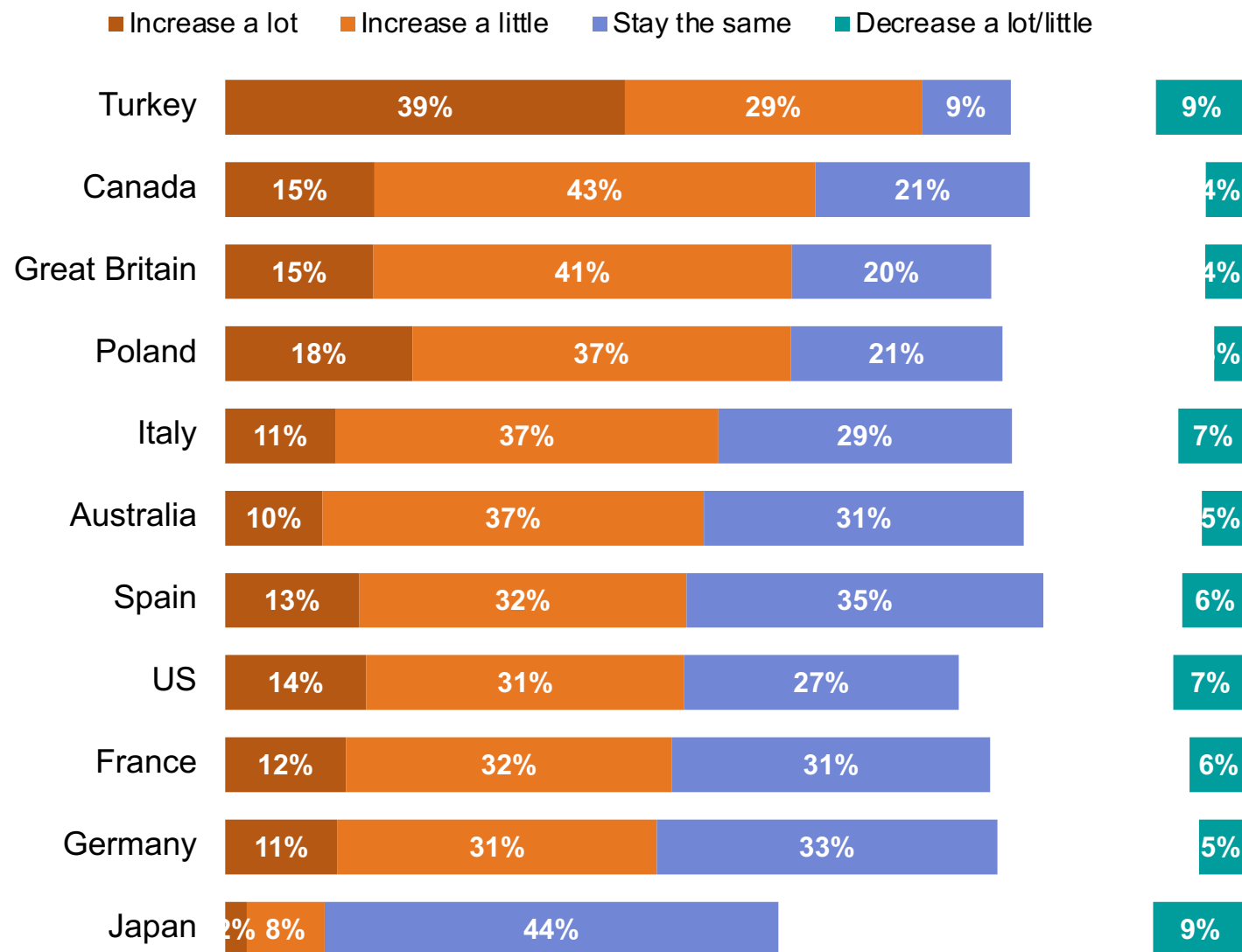


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Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

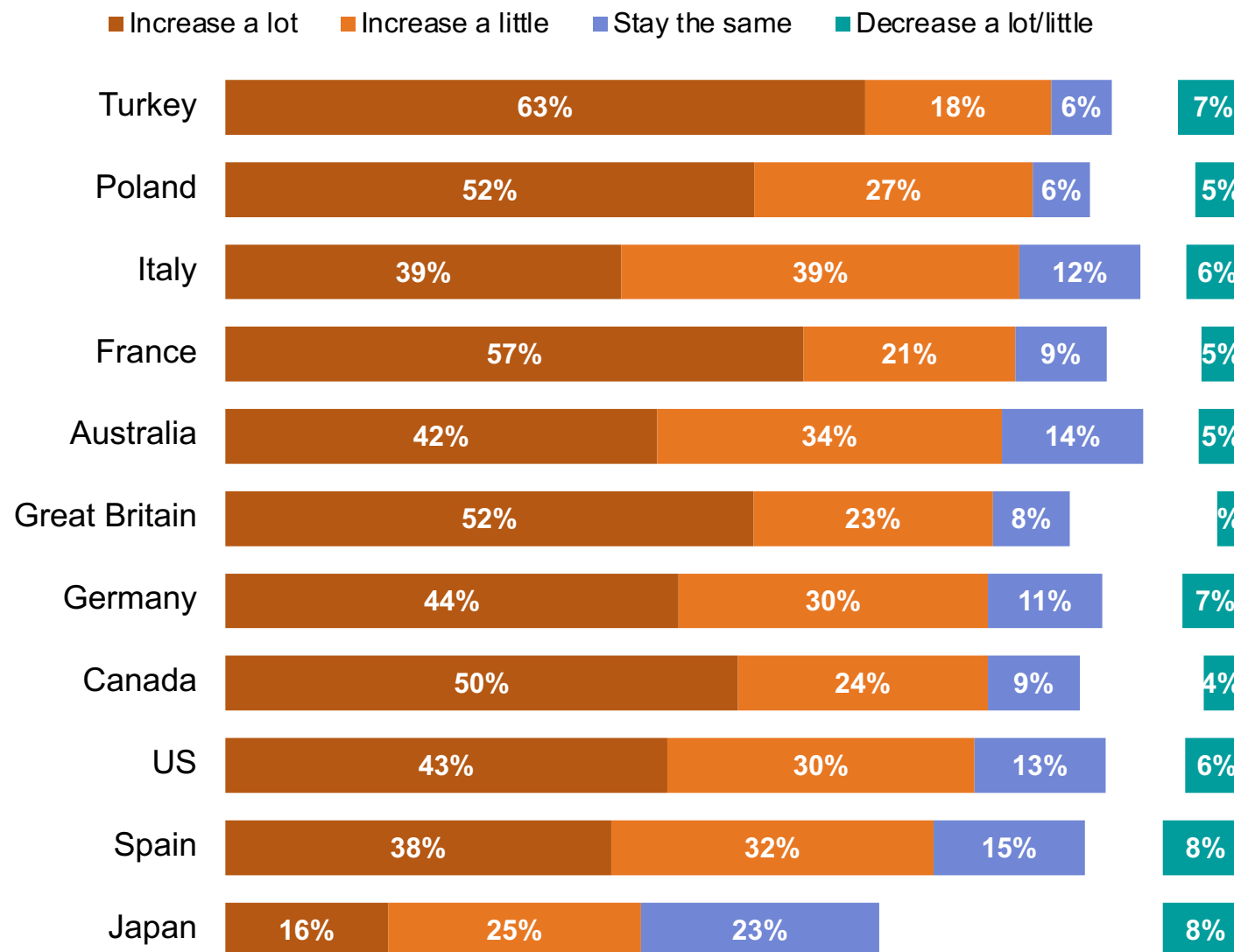
- The overall cost of your subscriptions (Netflix, gym memberships, etc.)**



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

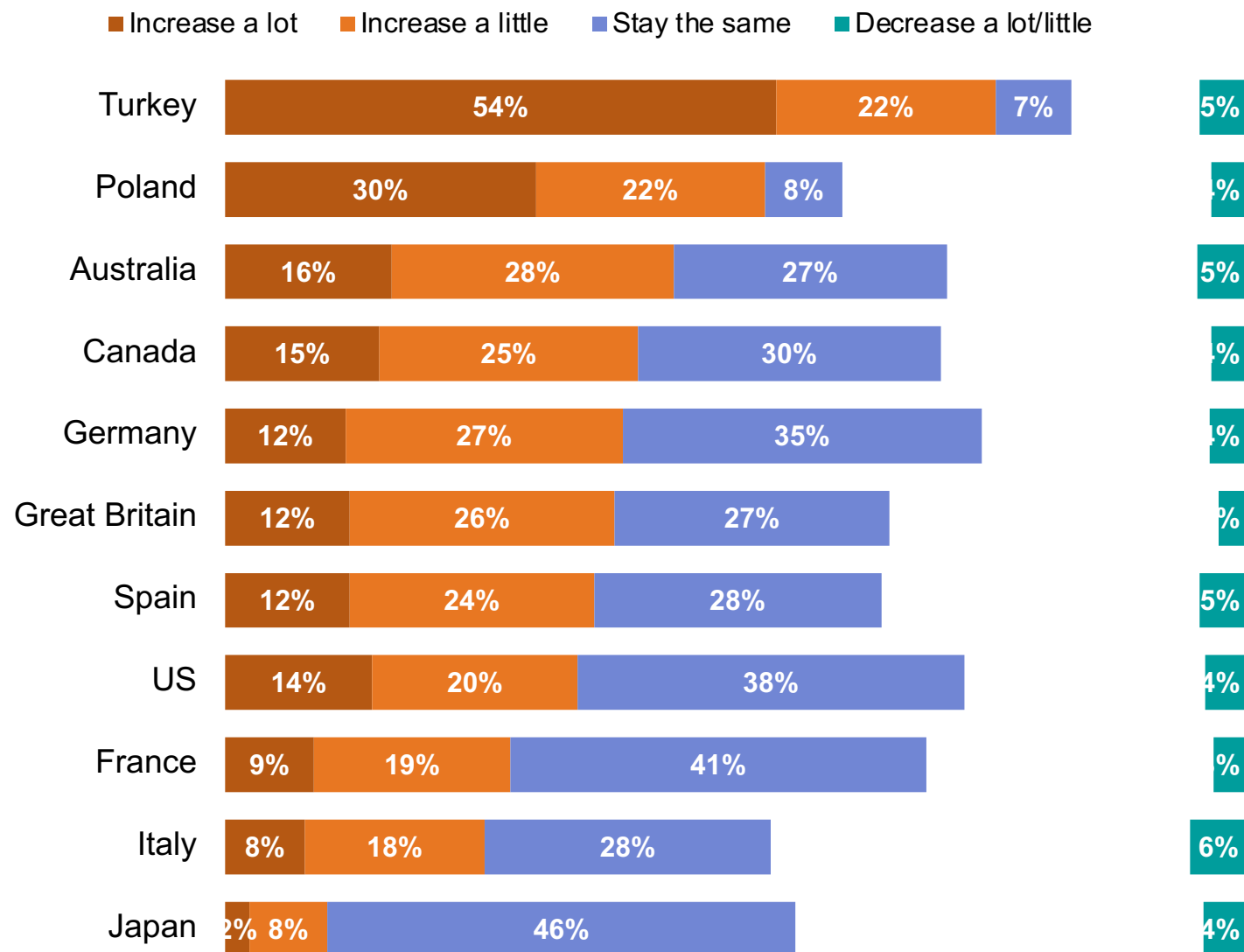
■ **Your motoring fuel costs (petrol, diesel etc.)**



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

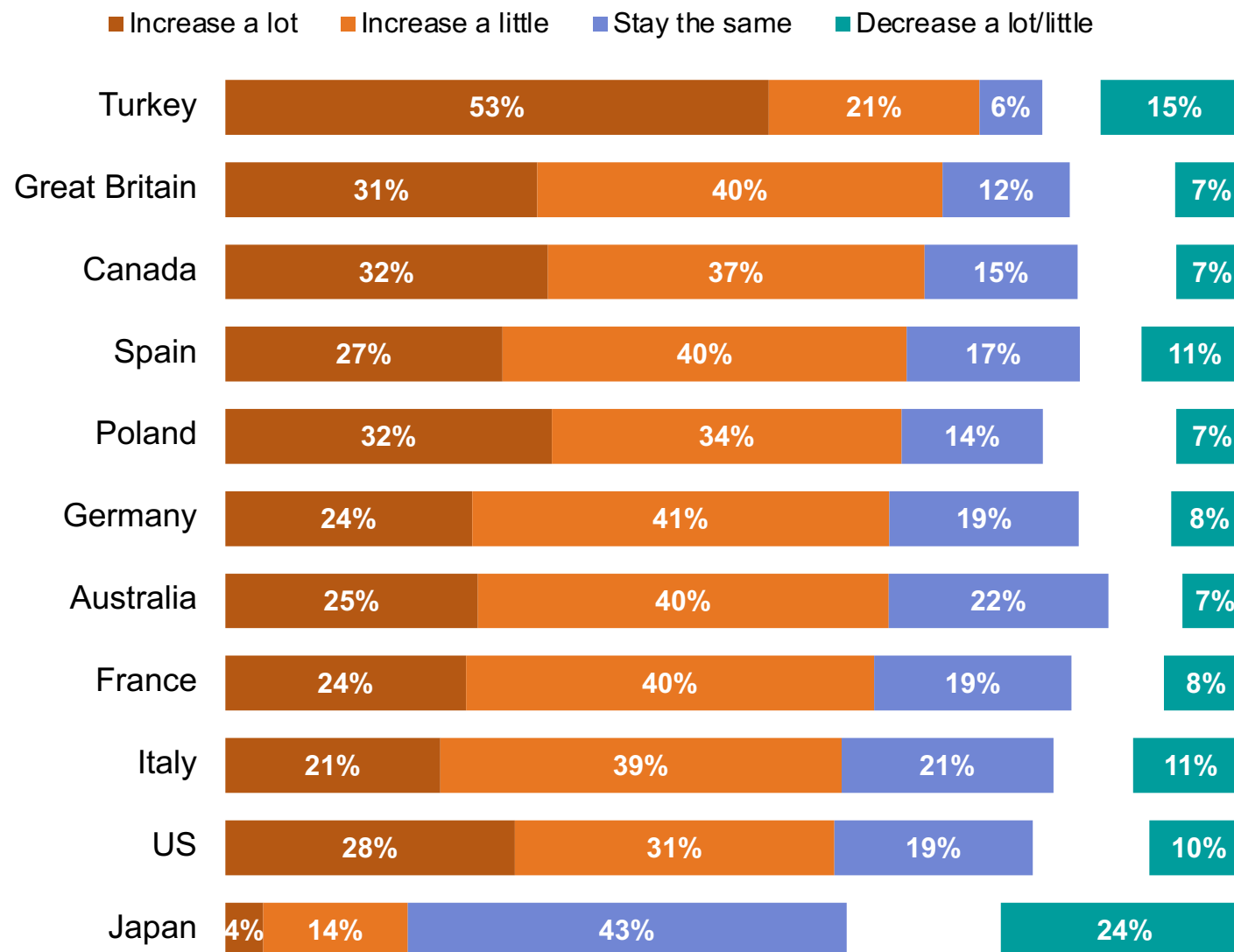
■ **Your mortgage/rent**



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

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



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

| | USA | GBR | CAN | FRA | ITA | DEU | JAP | AUS | POL | ESP | TUR |
|----------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The cost of your food shopping | 49% | 58% | 63% | 64% | 51% | 54% | 70% | 53% | 59% | 53% | 69% |
| The cost of your other household shopping | 16% | 16% | 19% | 11% | 14% | 17% | 30% | 19% | 17% | 15% | 21% |
| The cost of your utilities | 37% | 68% | 36% | 56% | 61% | 58% | 65% | 36% | 54% | 57% | 62% |
| The overall cost of your subscriptions | 8% | 6% | 6% | 5% | 5% | 5% | 3% | 6% | 6% | 7% | 3% |
| Your motoring fuel costs | 42% | 44% | 38% | 50% | 53% | 43% | 32% | 40% | 45% | 43% | 41% |
| Your mortgage/rent | 17% | 18% | 19% | 13% | 8% | 12% | 10% | 27% | 20% | 22% | 24% |
| The overall cost of going out socialising | 13% | 11% | 10% | 13% | 13% | 13% | 9% | 13% | 8% | 14% | 11% |
| Rising prices in these areas would have no impact | 5% | 3% | 4% | 2% | 4% | 4% | 3% | 4% | 3% | 3% | 2% |
| All equally | 14% | 8% | 15% | 11% | 8% | 11% | 5% | 13% | 9% | 8% | 12% |
| Don't know | 6% | 3% | 6% | 5% | 4% | 5% | 6% | 4% | 6% | 4% | 3% |

Top three:

- #1 impact
- #2 impact
- #3 impact

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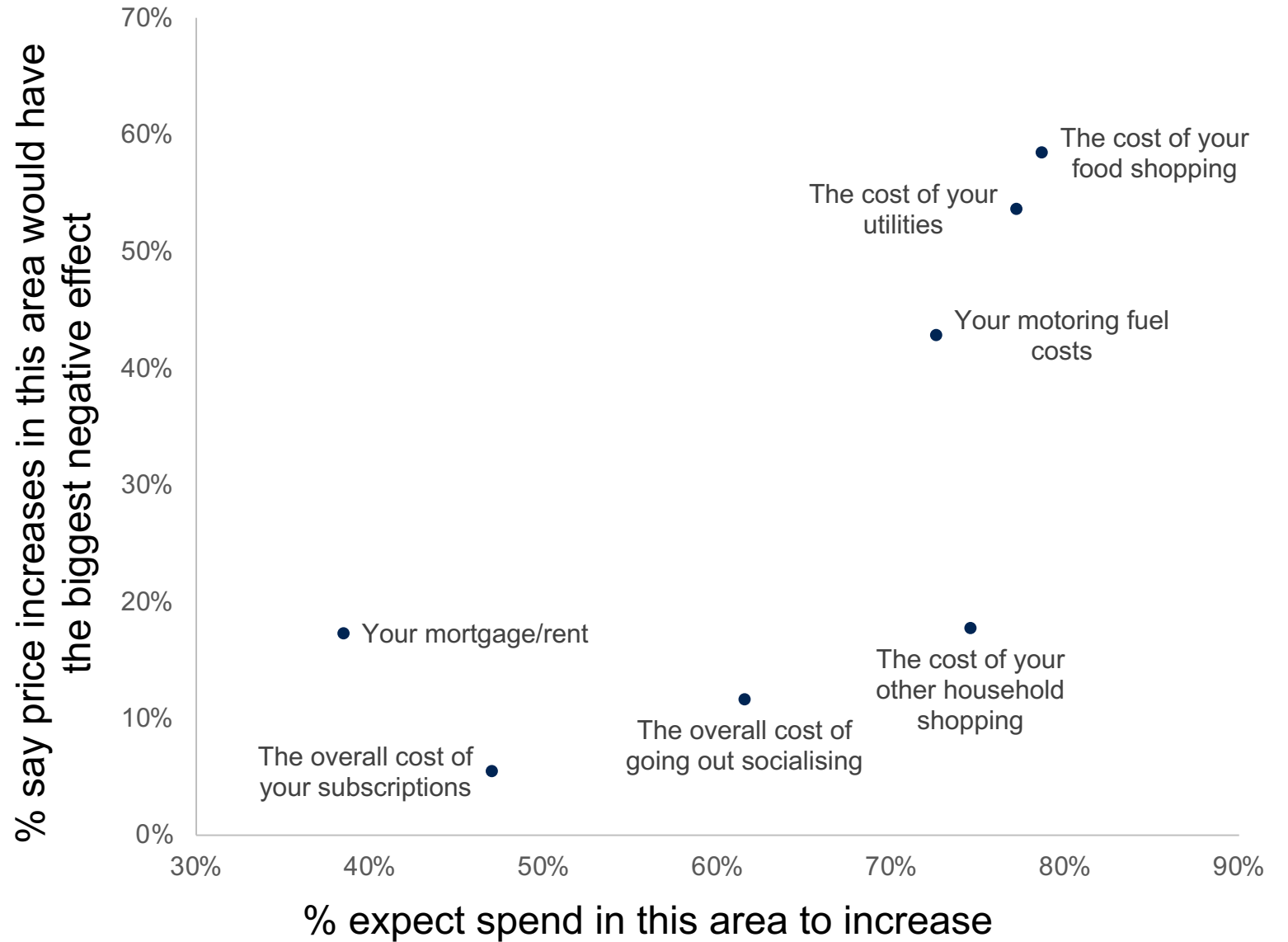


Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

X

Where would price rises have the most negative impact on your quality of life, if any?

10-country average



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POTENTIAL CONSUMER ACTIONS

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

| | USA | GBR | CAN | FRA | ITA | DEU | JAP | AUS | POL | ESP | TUR |
|----------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Use savings | 24% | 29% | 25% | 24% | 17% | 20% | 31% | 25% | 23% | 17% | 19% |
| Borrow money | 9% | 8% | 9% | 4% | 4% | 4% | 4% | 8% | 6% | 6% | 13% |
| Save less | 21% | 35% | 24% | 22% | 16% | 21% | 19% | 28% | 17% | 22% | 20% |
| Ask for a pay rise from my employer | 9% | 5% | 6% | 9% | 5% | 6% | 2% | 7% | 12% | 5% | 10% |
| Seek higher-paid work from another employer | 11% | 10% | 10% | 10% | 6% | 7% | 4% | 12% | 18% | 8% | 12% |
| Seek employment | 13% | 9% | 15% | 6% | 9% | 7% | 9% | 12% | 18% | 10% | 19% |
| Check what benefits/support are available to me | 14% | 12% | 14% | 17% | 14% | 15% | 7% | 18% | 16% | 12% | 19% |
| Spend less money on food | 28% | 34% | 33% | 29% | 19% | 25% | 41% | 30% | 27% | 16% | 29% |
| Spend less money on other household shopping | 37% | 43% | 44% | 33% | 34% | 31% | 38% | 37% | 41% | 32% | 44% |
| Spend less money on socialising | 42% | 47% | 51% | 47% | 43% | 42% | 24% | 47% | 40% | 50% | 51% |
| Use a car/motor vehicle less often to spend less on fuel | 26% | 30% | 28% | 34% | 20% | 34% | 16% | 31% | 30% | 31% | 42% |
| Move into cheaper accommodation | 9% | 5% | 11% | 8% | 5% | 6% | 7% | 9% | 7% | 8% | 15% |
| Spend less on holidays | 29% | 37% | 39% | 39% | 37% | 35% | 28% | 34% | 34% | 40% | 41% |
| Delay large purchase decisions | 38% | 39% | 47% | 45% | 36% | 43% | 37% | 42% | 39% | 39% | 44% |
| Spend less on healthcare | 8% | 8% | 9% | 12% | 10% | 8% | 7% | 16% | 8% | 4% | 13% |
| Spend less on education | 6% | 3% | 5% | 4% | 5% | 7% | 2% | 5% | 7% | 3% | 8% |
| Use less heating, electricity or water | 24% | 49% | 23% | 40% | 34% | 46% | 37% | 27% | 34% | 34% | 44% |
| Other | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 1% | 1% | 2% | 2% |
| None of these | 7% | 4% | 4% | 4% | 2% | 6% | 5% | 4% | 2% | 3% | 2% |
| Don't know | 5% | 4% | 6% | 4% | 6% | 5% | 8% | 5% | 10% | 6% | 4% |

Top three:

- #1 action
- #2 action
- #3 action

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WHAT IS DRIVING RISING PRICES?

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

% a great deal/a fair amount

| | USA | GBR | CAN | FRA | ITA | DEU | JAP | AUS | POL | ESP | TUR |
|-------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| The COVID-19 pandemic | 70% | 79% | 79% | 74% | 72% | 61% | 73% | 80% | 66% | 70% | 66% |
| The state of the global economy | 76% | 82% | 78% | 82% | 81% | 72% | 77% | 79% | 72% | 82% | 71% |
| The policies of my national government | 72% | 76% | 65% | 71% | 72% | 61% | 68% | 68% | 76% | 69% | 80% |
| The Russian invasion of Ukraine and its consequences | 69% | 81% | 71% | 81% | 83% | 78% | 75% | 73% | 80% | 78% | 68% |
| Businesses making excessive profits | 64% | 70% | 68% | 73% | 65% | 52% | 47% | 68% | 50% | 72% | 71% |
| Workers demanding pay rises | 58% | 43% | 47% | 35% | 34% | 35% | 31% | 43% | 45% | 31% | 38% |
| The interest rate level in my country | 67% | 69% | 63% | 58% | 70% | 48% | 48% | 61% | 78% | 63% | 81% |
| Immigration into my country | 54% | 45% | 43% | 47% | 47% | 47% | 26% | 41% | 55% | 41% | 84% |

Top three:

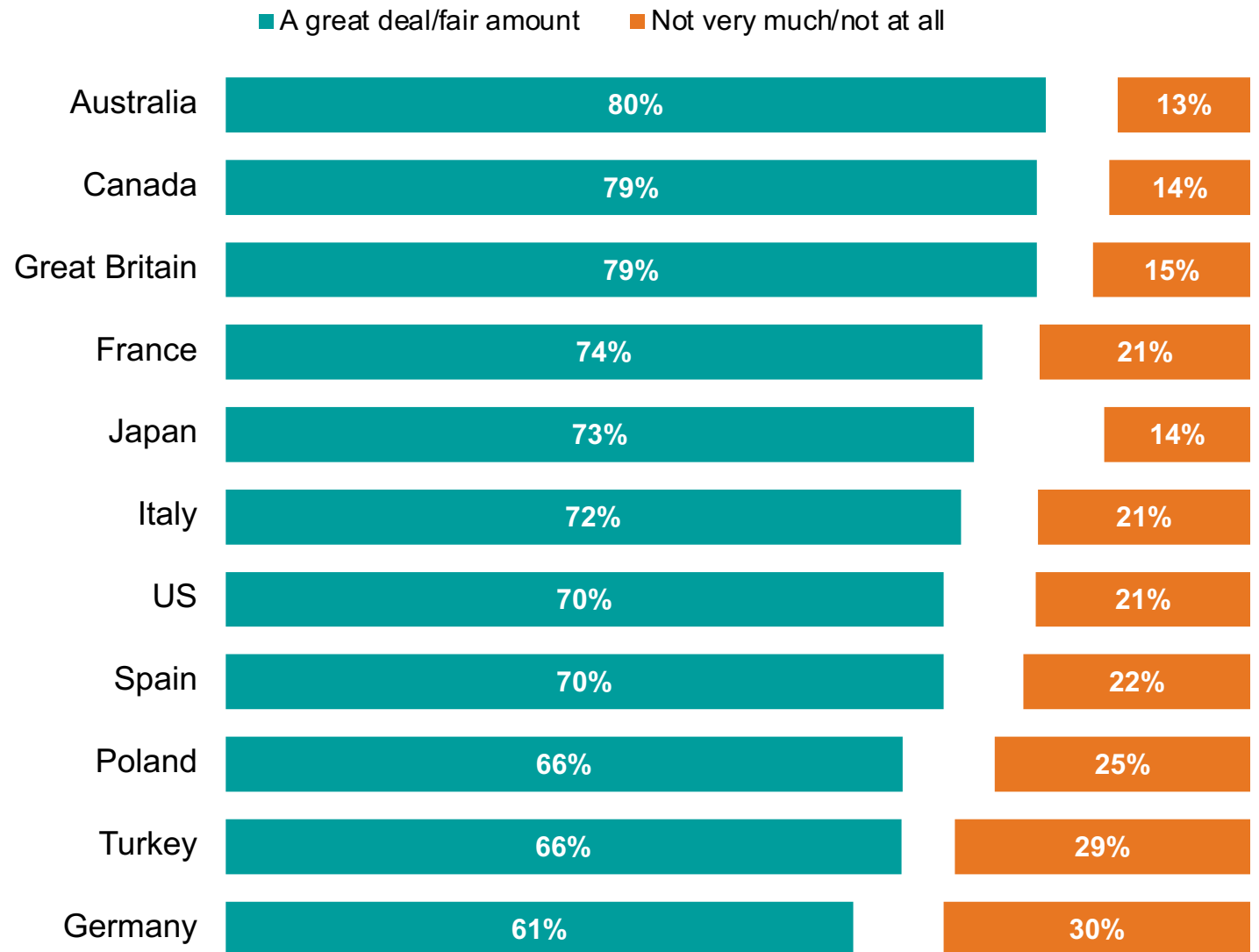
- #1
- #2
- #3

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

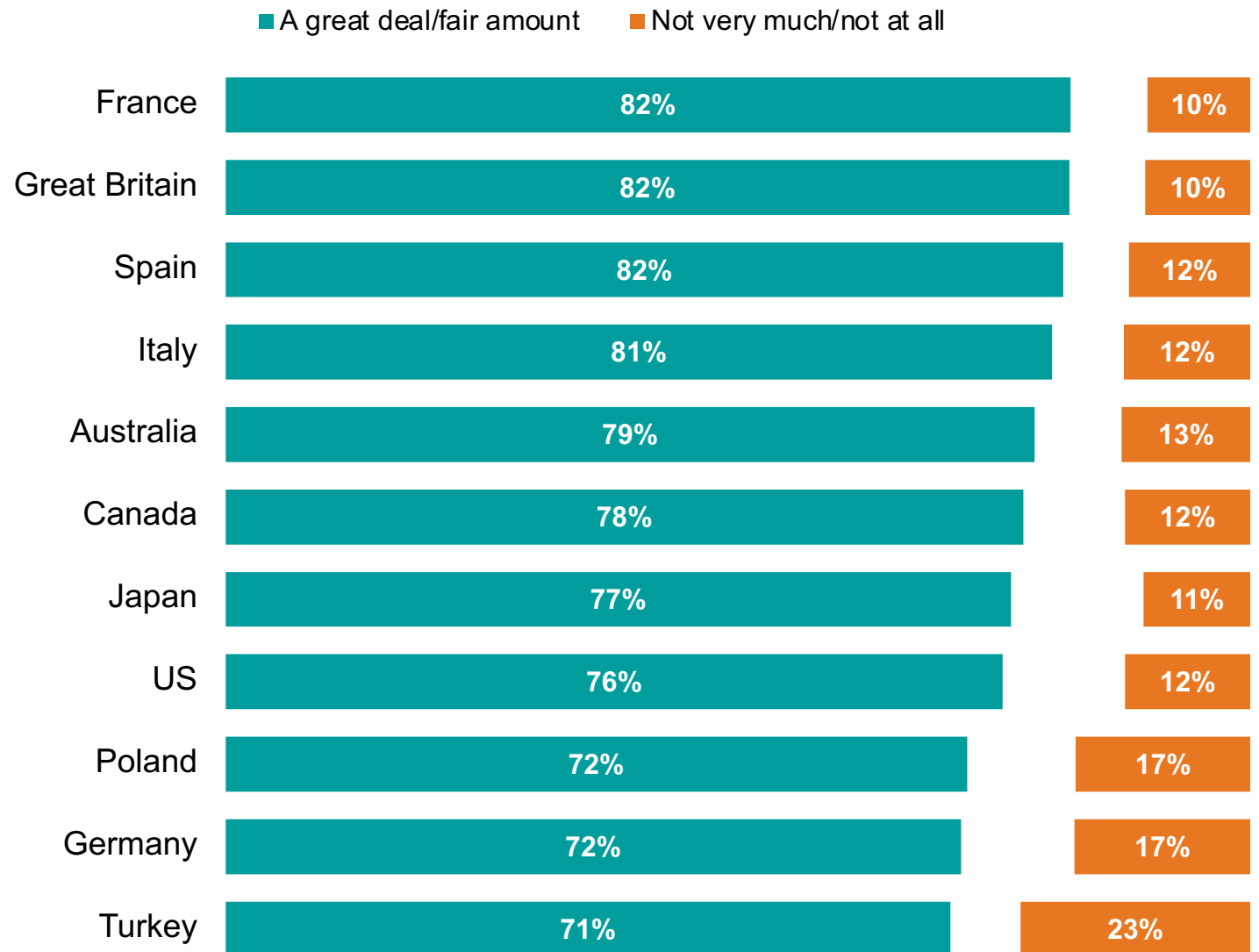
■ **The COVID-19 pandemic**



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

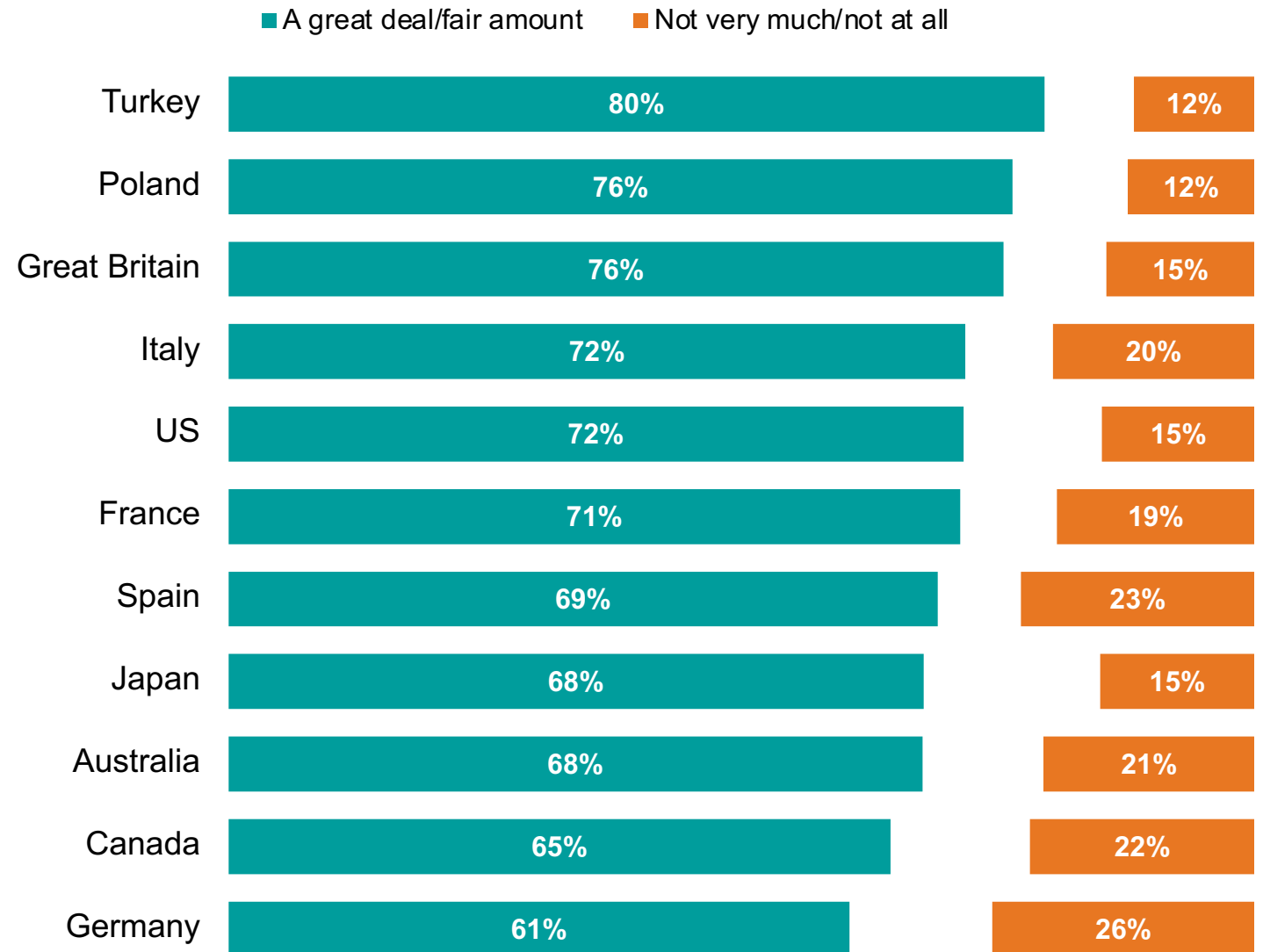
■ **The state of the global economy**



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

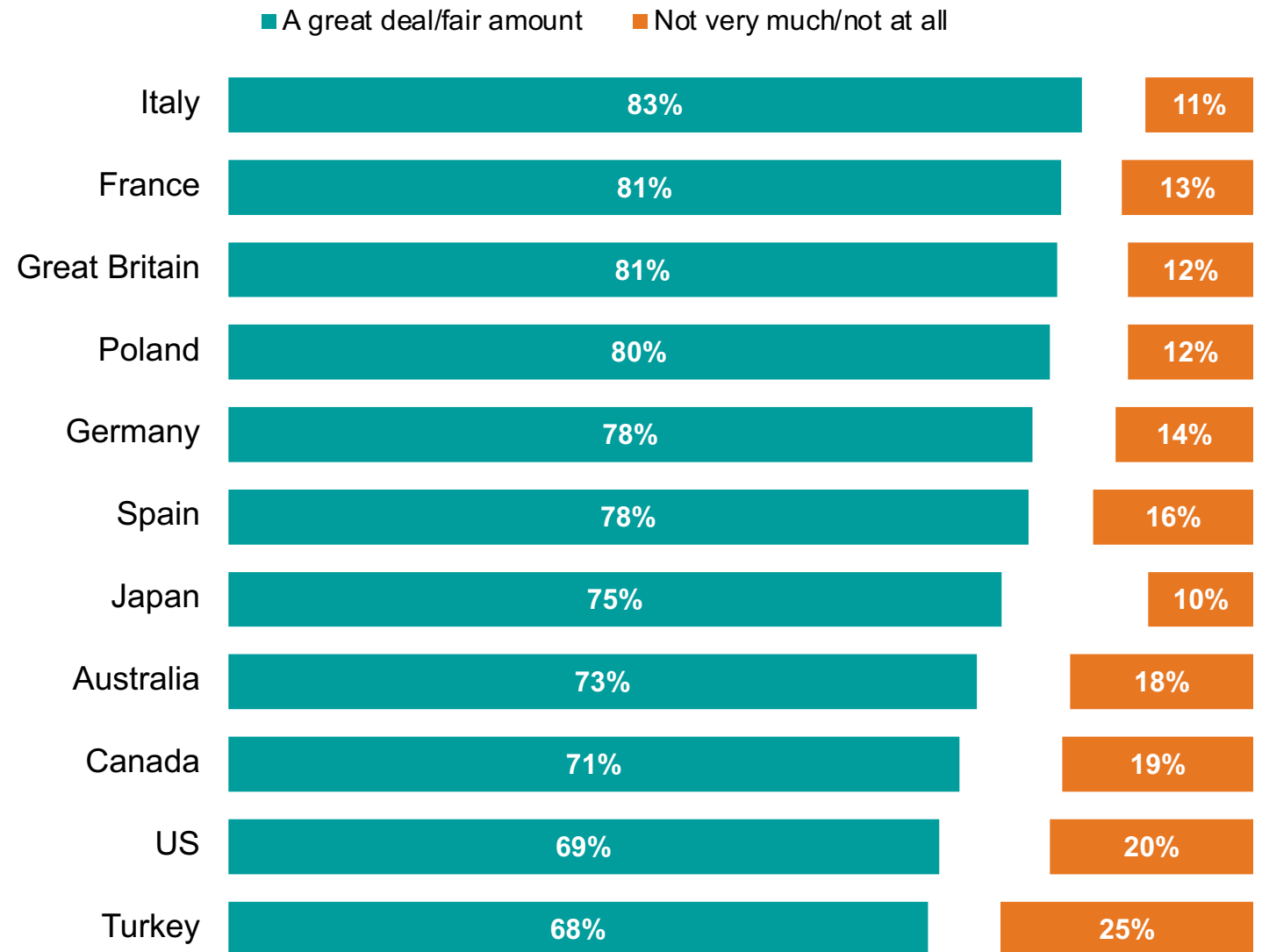
- **The policies of my national government**



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

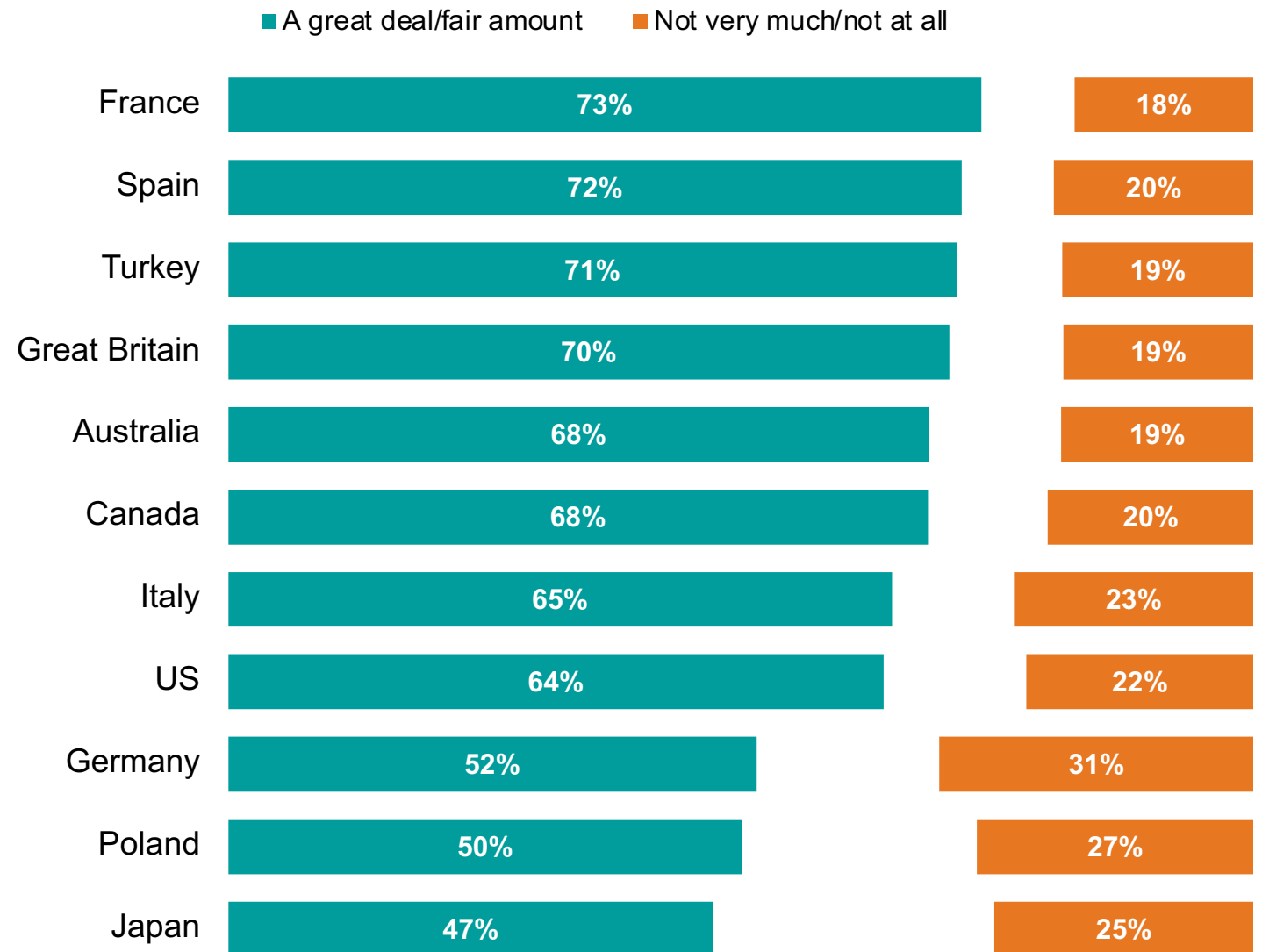
■ **The Russian invasion of Ukraine and its consequences**



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

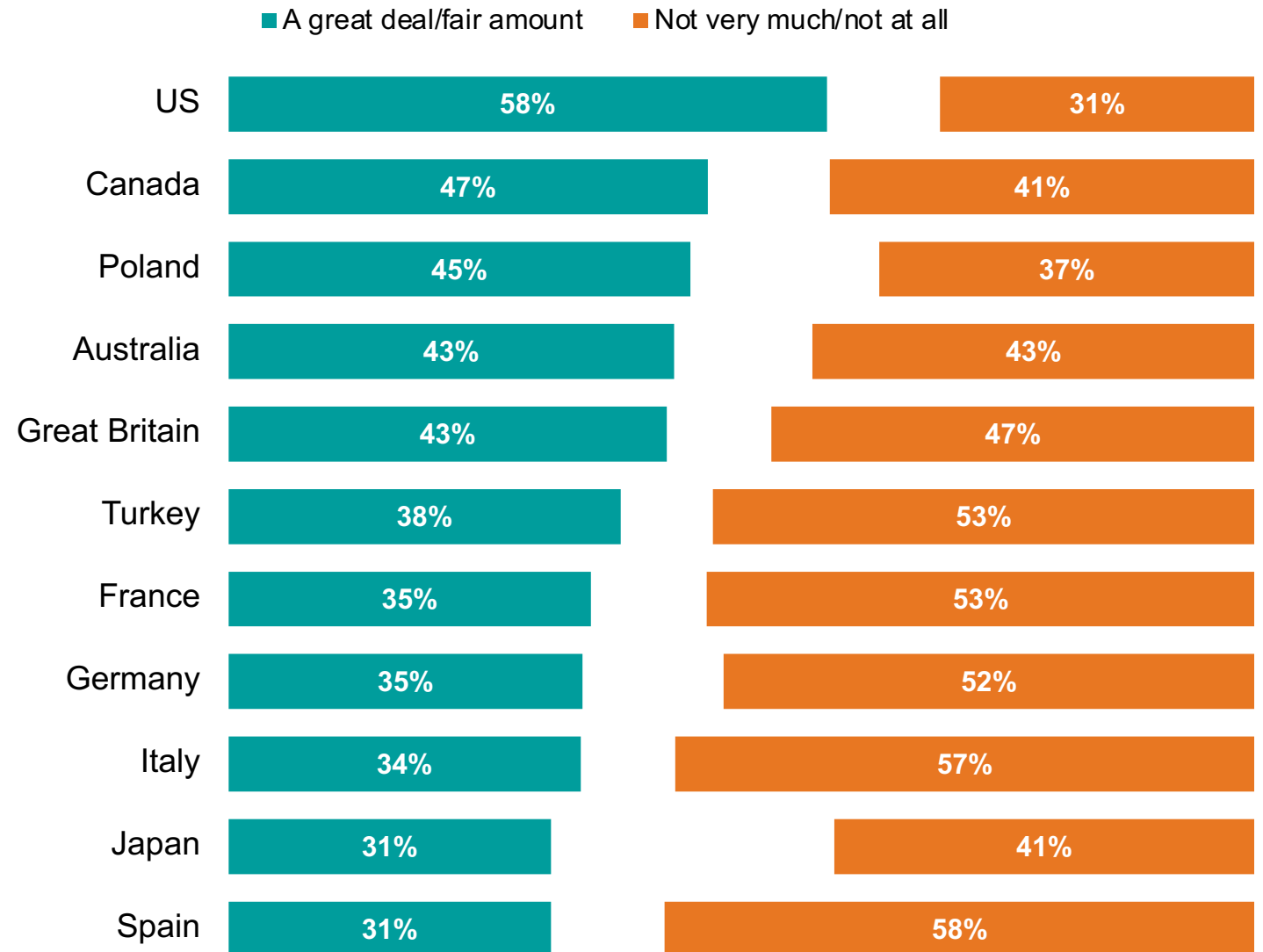
■ **Businesses making excessive profits**



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

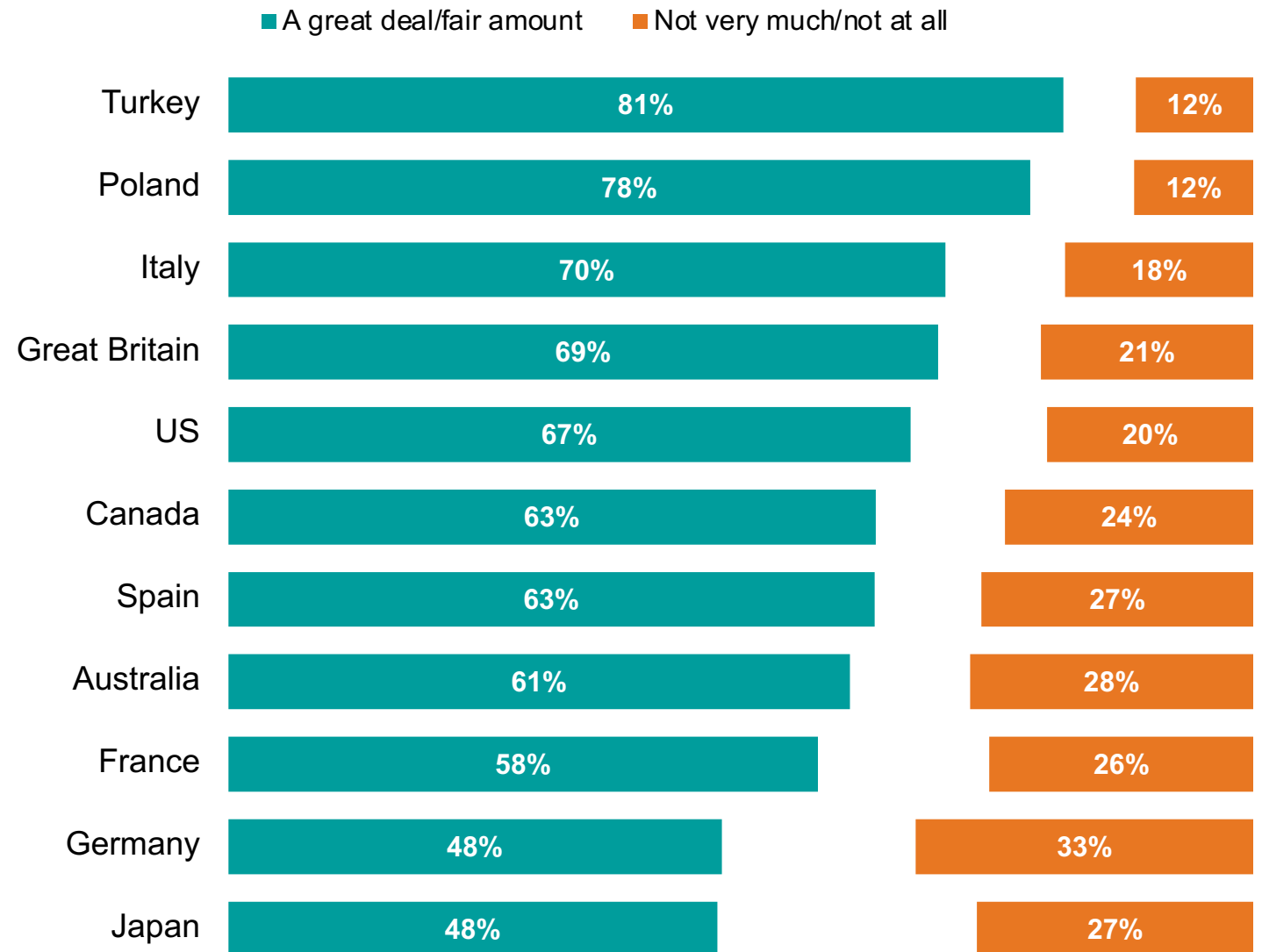
■ **Workers demanding pay rises**



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

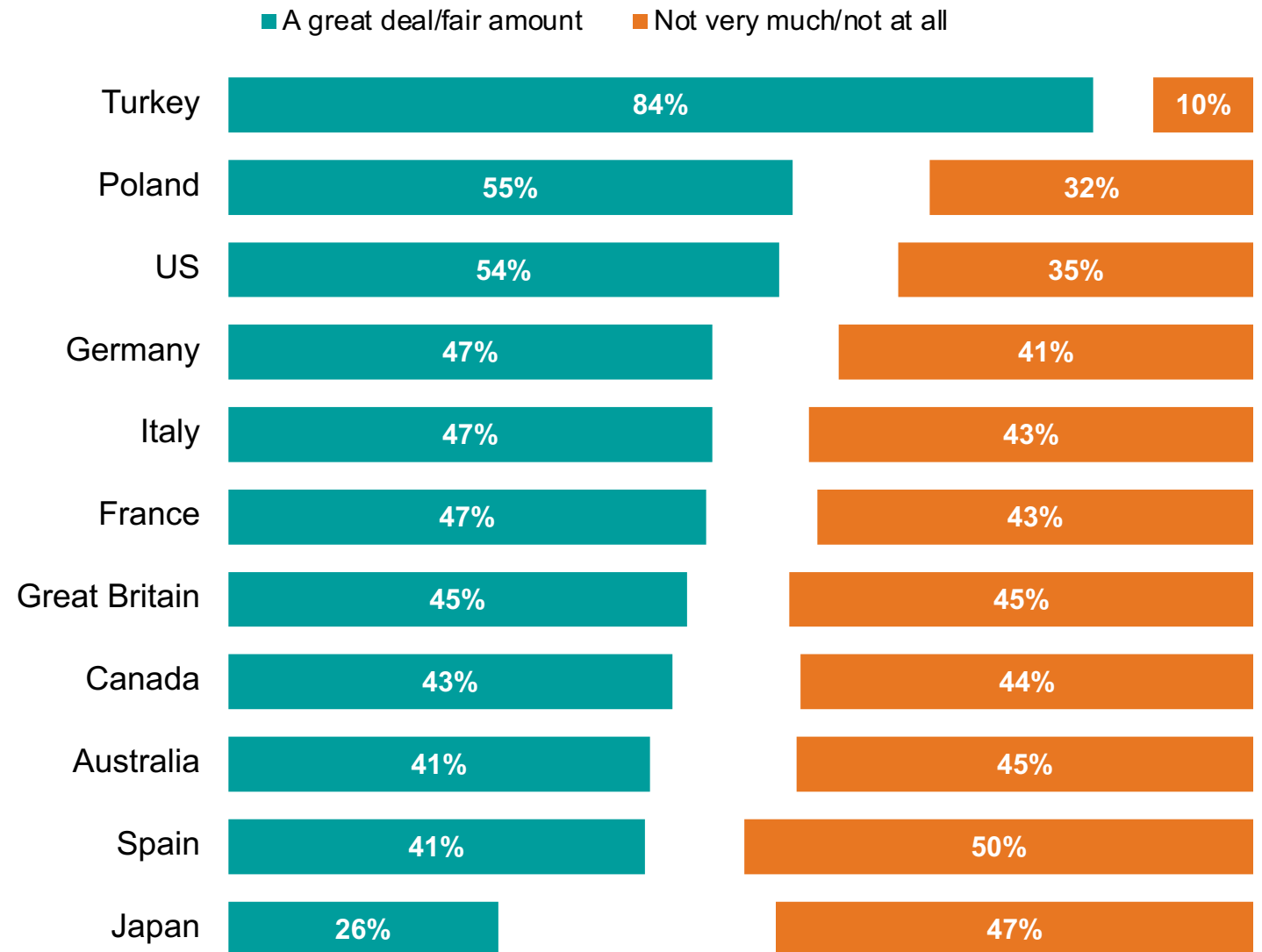
■ **The interest rate level in my country**



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

■ Immigration into my country



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METHODOLOGY

These are the findings of an Ipsos online survey conducted between 7 and 18 April 2022.

The survey was conducted in 11 countries around the world, via the Ipsos Online Panel system in Australia, Canada, France, Germany, Great Britain, Italy, Japan, Poland, Spain, Turkey and the United States.

The results are comprised of an international sample of 11,030 adults aged 16-74 in most countries and aged 18-74 in Canada, Turkey and the United States. Approximately 1,000 individuals participated on a country by country basis via the Ipsos Online Panel.

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

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

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

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

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

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

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GAME CHANGERS

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

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

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

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

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS

