



**WIN**

Worldwide  
Independent Network  
Of Market Research

# Cost of Living

WWS 2022

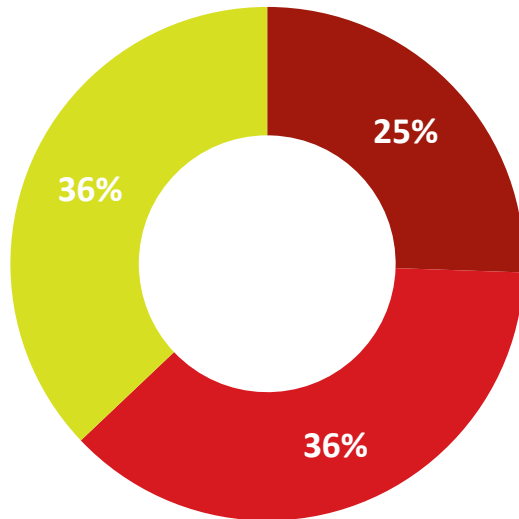


# Which of the following best describes of your current financial situation?

## Cost of living

% Within total sample

Total



By gender

23%



38%

36%

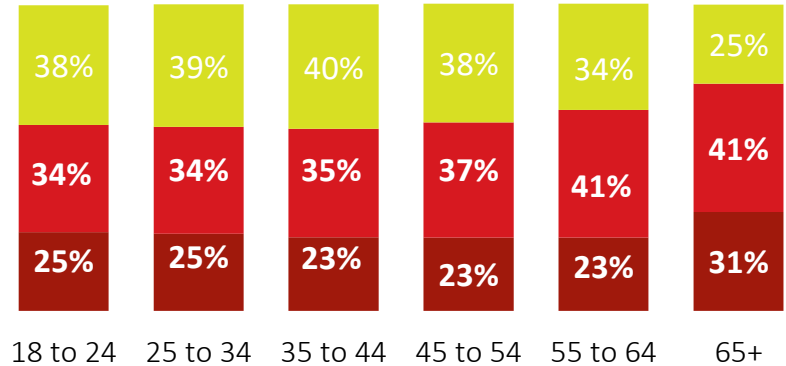
27%



34%

36%

By age group



Living comfortably

Neither comfortable nor struggling

Struggling financially to make ends meet

Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

# Which of the following best describes of your current financial situation?

## Cost of living

% Within total sample



### By education level

Completed Higher level of education (Masters, PHD, etc.)



Completed University



Completed Secondary School



Completed Primary



No education / Only basic education



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

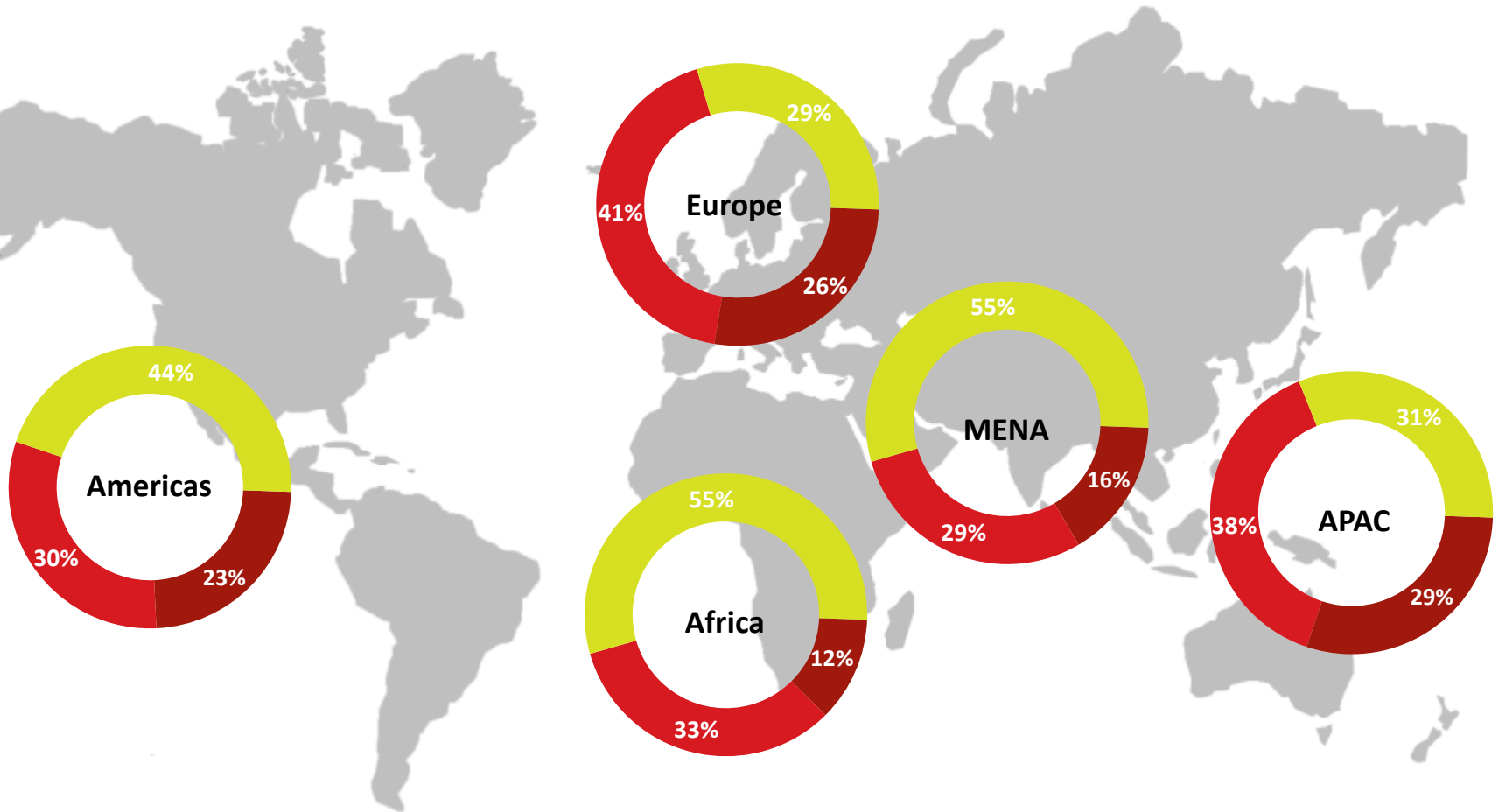
# Which of the following best describes of your current financial situation?

% within total population

Living comfortably

Neither comfortable  
nor struggling

Struggling financially  
to make ends meet

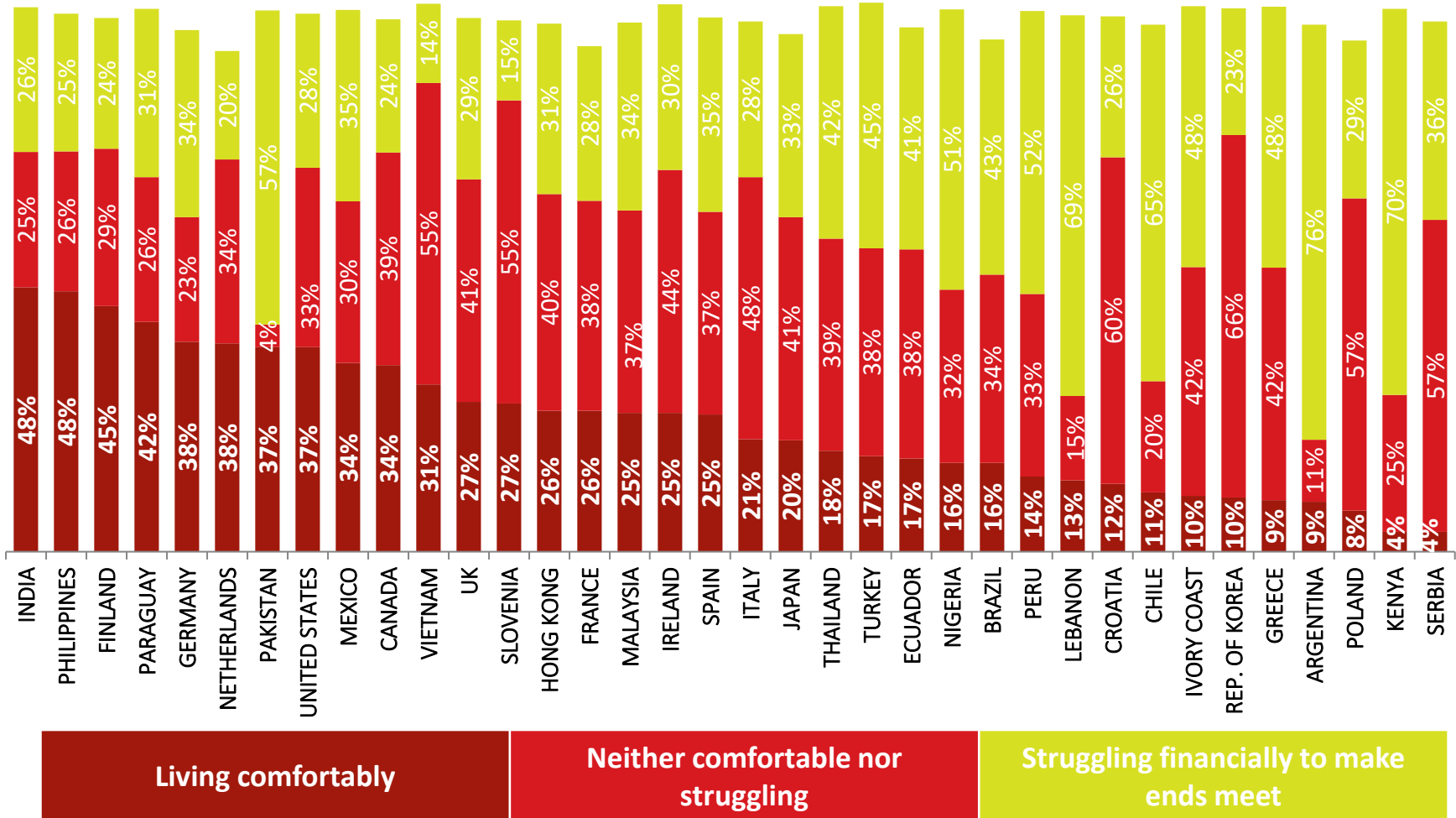


Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

# Which of the following best describes your current financial situation?

## Cost of living

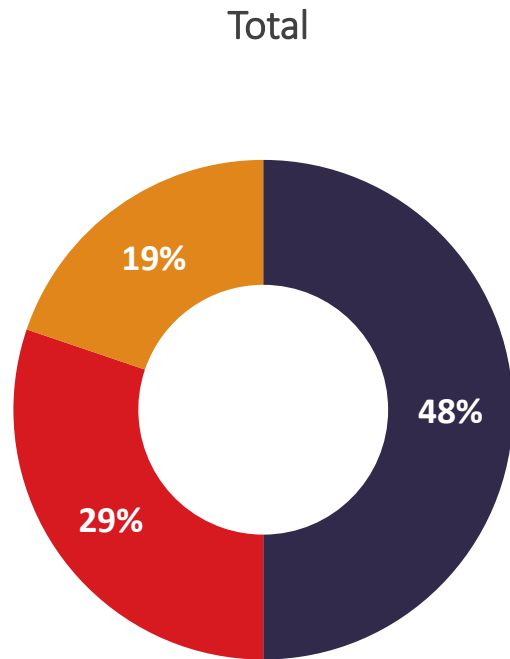
% Within total sample



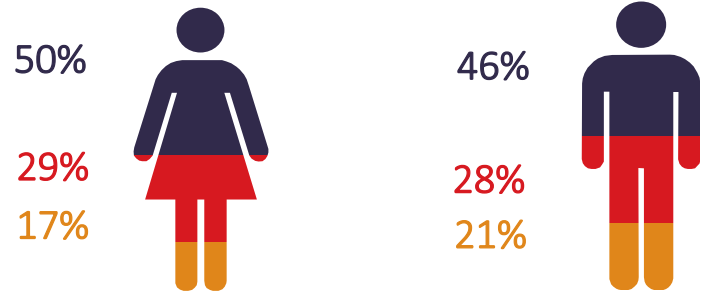
As a result of the rising cost of living, which of the following statements best describe your situation?

Cost of living

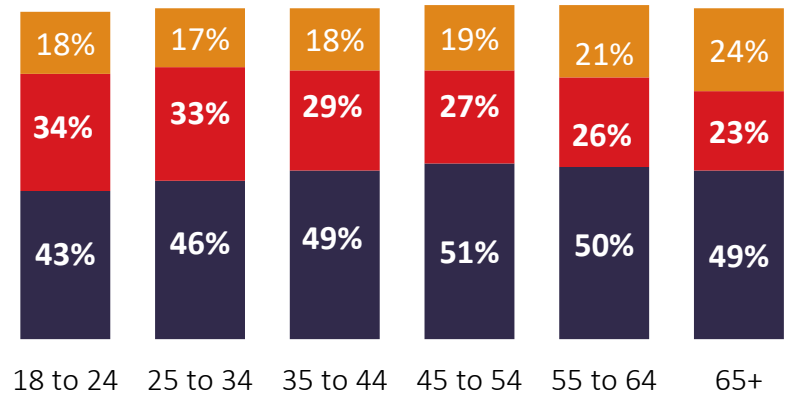
% Within total sample



By gender



By age group



I have already reduced some expenses in the past months

I am actively planning to reduce expenses in the next months

I am NOT planning on making changes by now, in the next months

Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

As a result of the rising cost of living, which of the following statements best describe your situation?

## Cost of living

% Within total sample



### By education level

Completed Higher level of education (Masters, PHD, etc.)



Completed University



Completed Secondary School



Completed Primary



No education / Only basic education



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



I have already reduced some expenses in the past months

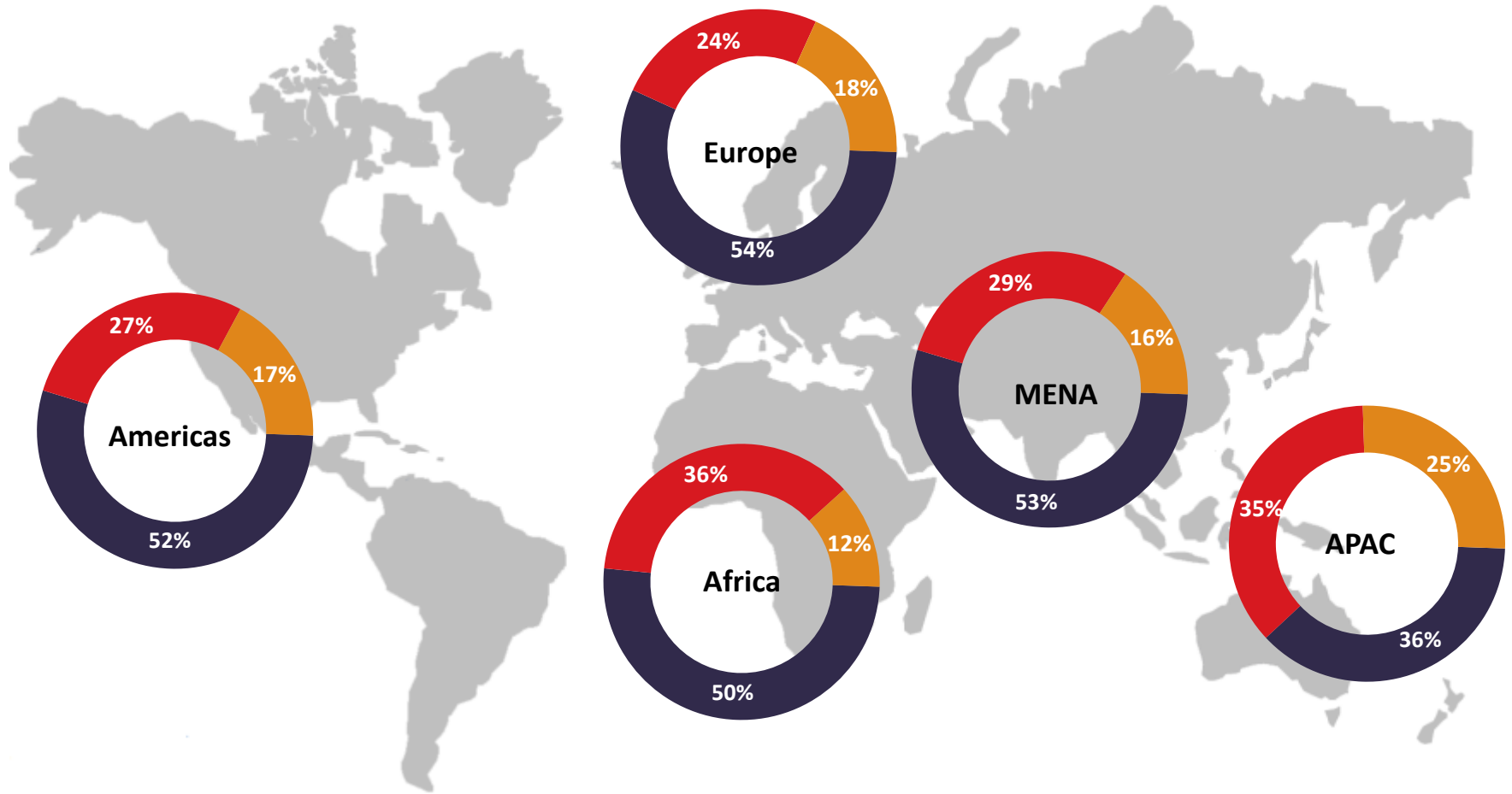
I am actively planning to reduce expenses in the next months

I am NOT planning on making changes by now, in the next months

Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

As a result of the rising cost of living, which of the following statements best describe your situation?  
% within total population

I have already reduced some expenses in the past months	I am actively planning to reduce expenses in the next months	I am NOT planning on making changes by now, in the next months
---	--	--



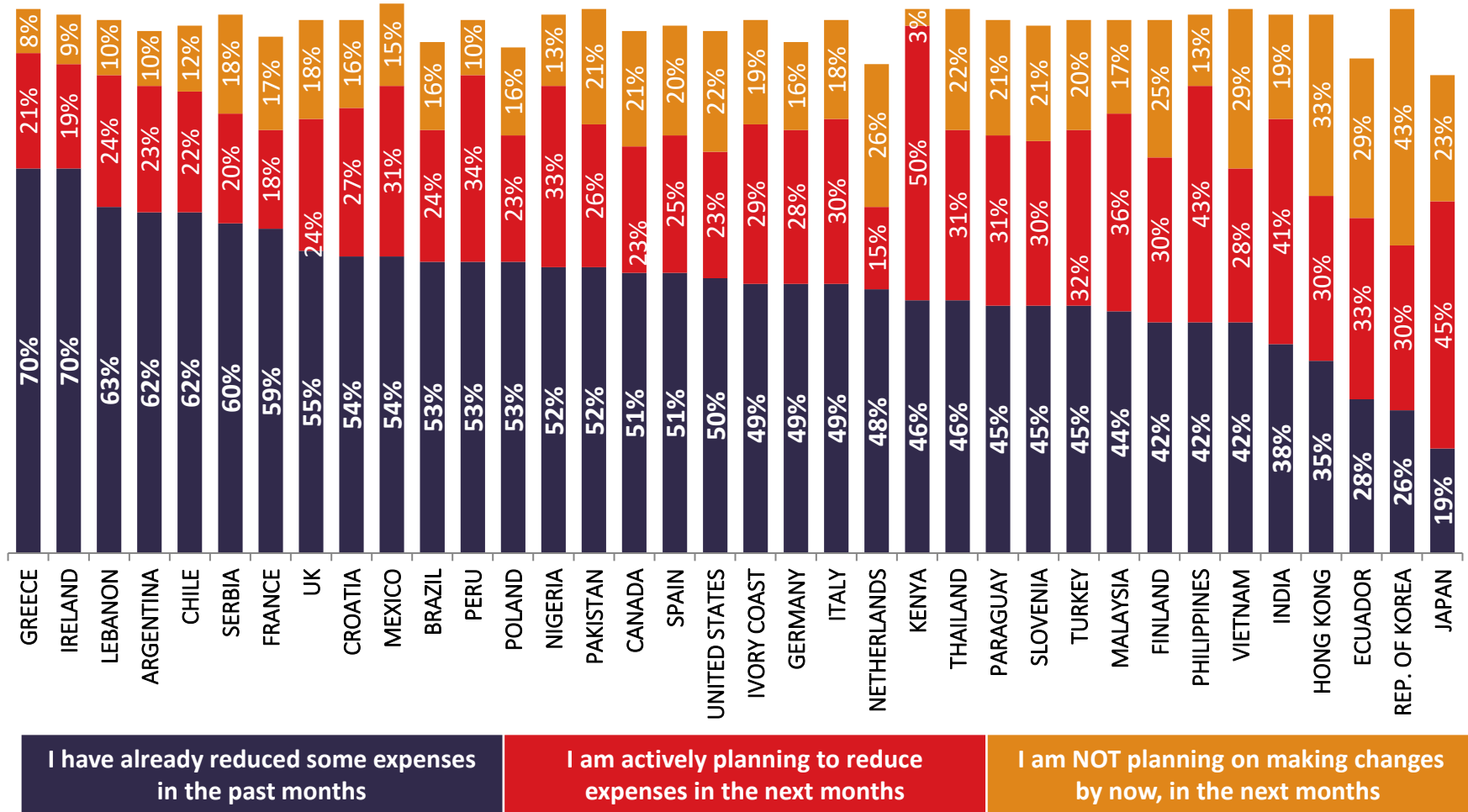
Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included



# As a result of the rising cost of living, which of the following statements best describe your situation?

## Cost of living

% Within total sample



# METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	621	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	1000	NATIONAL
CANADA	LEGER	CAWI	1000	NATIONAL
CHILE	Activa Research	CAWI	1004	NATIONAL
CROATIA	Mediana Fides	CAWI	540	NATIONAL
ECUADOR	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL
FINLAND	Taloustutkimus Oy	CAWI	1042	NATIONAL
FRANCE	BVA	CAWI	1000	NATIONAL
GERMANY	Produkt+Markt	CAWI	1000	NATIONAL
GREECE	Alternative Research Solutions	CAWI	500	NATIONAL
HONG KONG	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL
REPUBLIC OF IRELAND	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL
ITALY	BVA Doxa	CAWI	1001	NATIONAL
IVORY COAST	EMC SARL	CATI	508	NATIONAL
JAPAN	Nippon Research Center, LTD.	CAWI	1236	NATIONAL
KENYA	Mind Pulse Research & Consulting Ltd	CATI	500	Key Urban Areas
LEBANON	REACH SAL	CATI	500	NATIONAL
MALAYSIA	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL
MEXICO	Brand Investigation S.A de C.V	Online	535	NATIONAL

# METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
<b>NIGERIA</b>	Market Trends International	CATI	1003	NATIONAL
<b>PAKISTAN</b>	Gallup Pakistan	CATI	1000	NATIONAL
<b>PARAGUAY</b>	ICA Consultoría Estratégica	CATI	501	NATIONAL
<b>PERU</b>	Datum Internacional	CAWI	1003	URBAN NATIONAL
<b>PHILIPPINES</b>	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL
<b>POLAND</b>	Mareco Polska	CAWI	509	NATIONAL
<b>REPUBLIC OF KOREA</b>	Gallup Korea	CAPI	1549	NATIONAL
<b>SERBIA</b>	Mediana Adria	CAWI	520	NATIONAL
<b>SLOVENIA</b>	Mediana	CAWI	501	NATIONAL
<b>SPAIN</b>	Instituto DYM	CAWI	1006	NATIONAL
<b>THAILAND</b>	Infosearch Limited	CAPI	500	NATIONAL
<b>THE NETHERLANDS</b>	Motivaction International B.V.	CAPI	1011	NATIONAL
<b>TURKEY</b>	Barem	CATI	708	NATIONAL
<b>UNITED KINGDOM</b>	ORB International	CAWI	1018	NATIONAL
<b>USA</b>	LEGER	CAWI	1000	NATIONAL
<b>VIETNAM</b>	Indochina Research	CAPI	800	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho