Worldwide
Independent Network
Of Market Research

WWS 2024

CURRENT FINANCIAL SITUATION

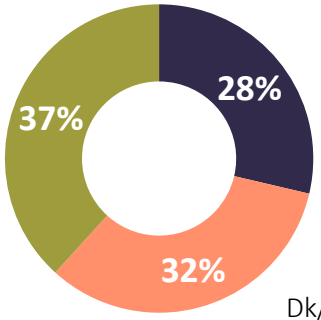
COST OF LIVING

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

% within total population

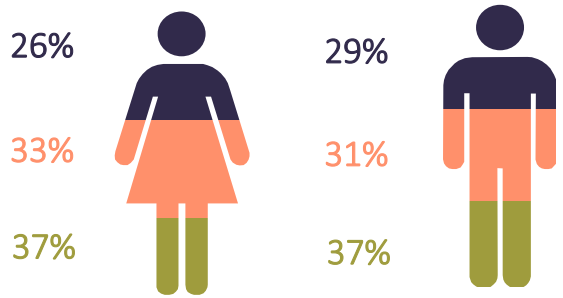
Global Average

2023	2024	Variation
25%	28%	+3
36%	32%	-4
36%	37%	+1

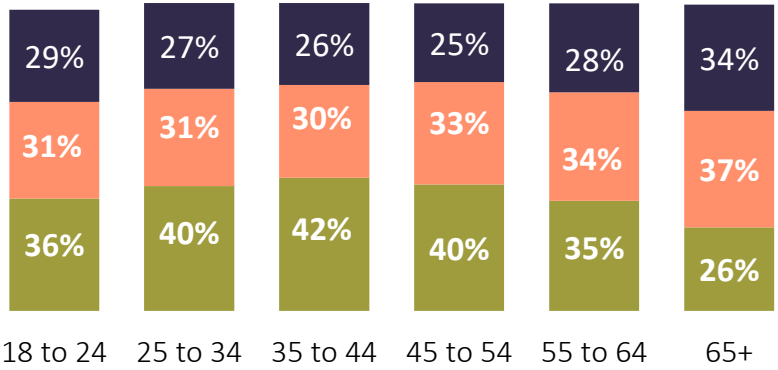


Dk/Nr: 3%

By gender



By age group



Living comfortably	Neither comfortable nor struggling	Struggling financially to make ends meet

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

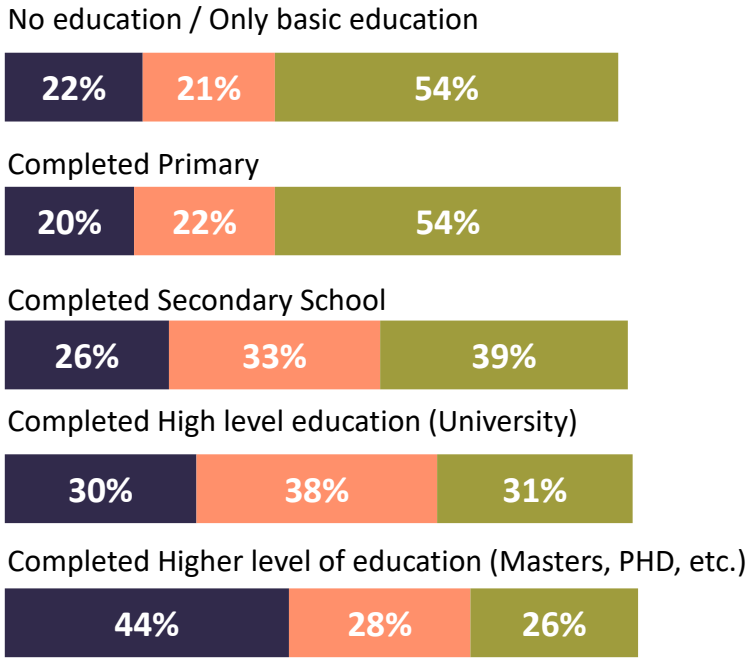
WiN Worldwide Independent Network Of Market Research

COST OF LIVING

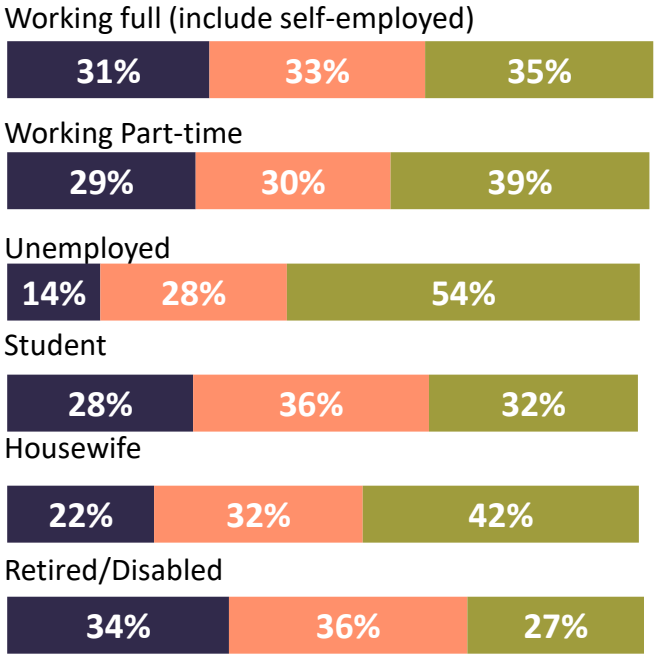
Which of the following best describes of your current financial situation?

% within total population

By education level



By employment

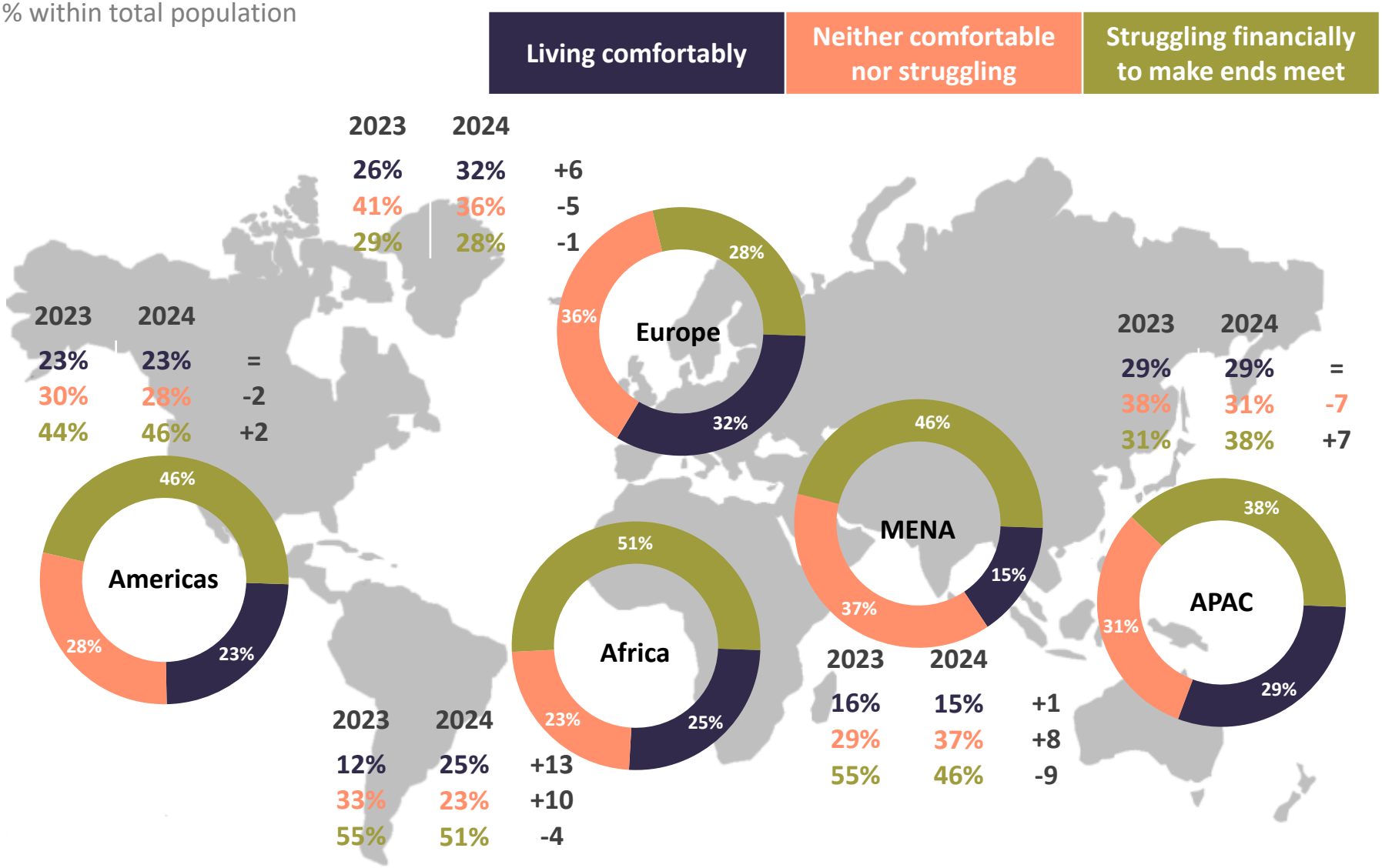


Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

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

% within total population



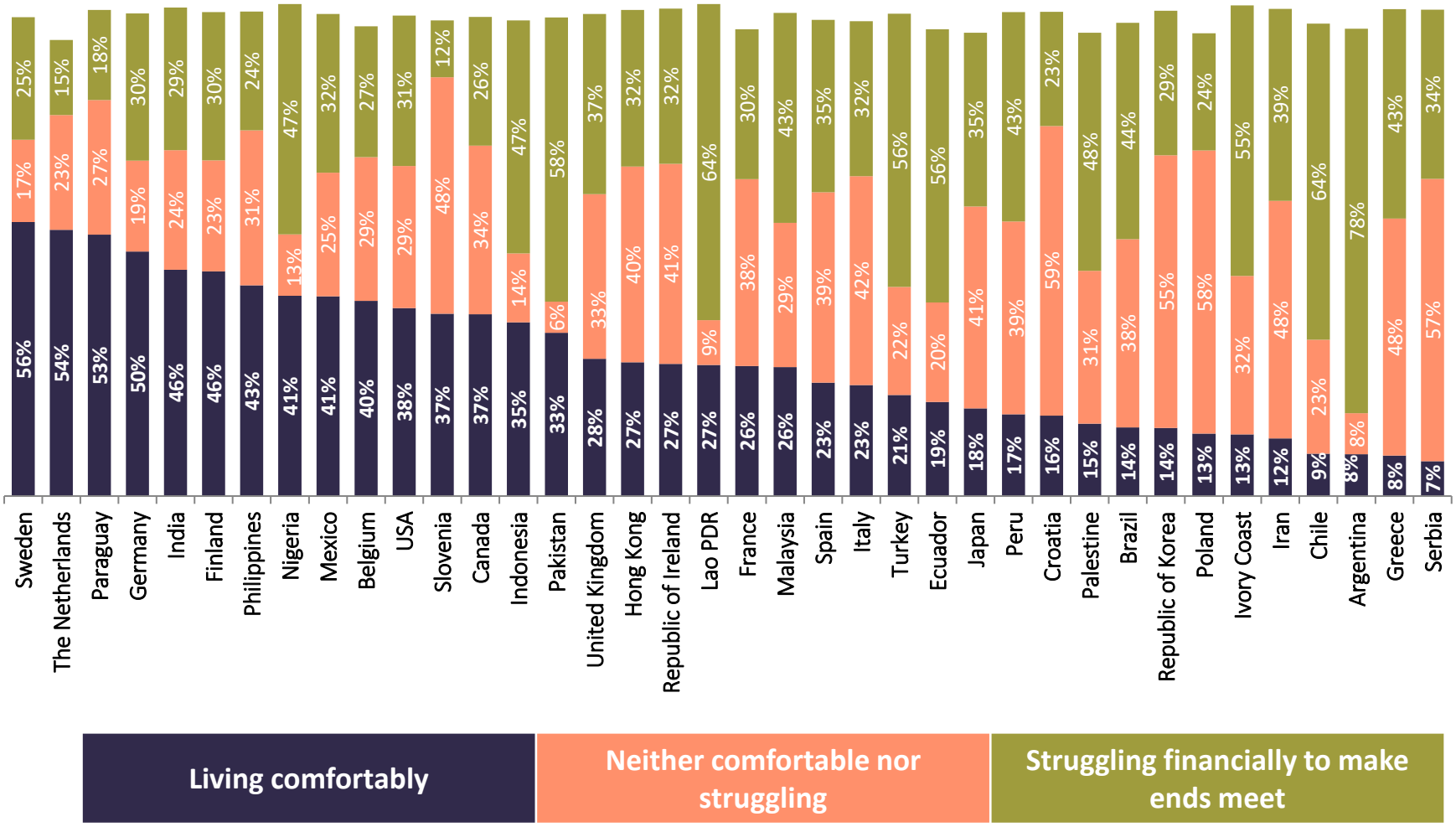
Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

COST OF LIVING

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

% within total population



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

STATEMENTS THAT DESCRIBE THE SITUATION

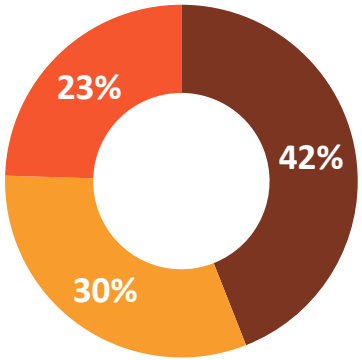
COST OF LIVING

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

% within total population

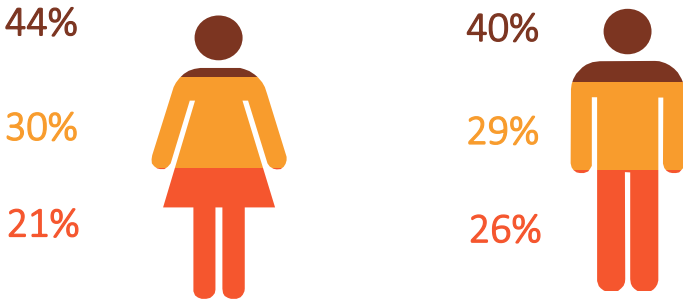
Global Average

2023*	2024	Variation
48%	42%	-6
29%	30%	+1
19%	23%	+4

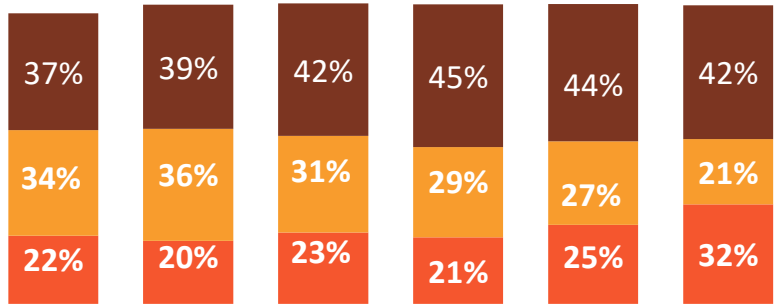


Dk/Nr: 3%

By gender



By age group



I have 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

*Which of the following statements best describe your situation?

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

COST OF LIVING

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

% within total population

By education level

	I have 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
No education / Only basic education	39%	29%	22%
Completed Primary	43%	29%	21%
Completed Secondary School	42%	30%	22%
Completed High level education (University)	41%	31%	24%
Completed Higher level of education (Masters, PHD, etc.)	38%	27%	32%

By employment

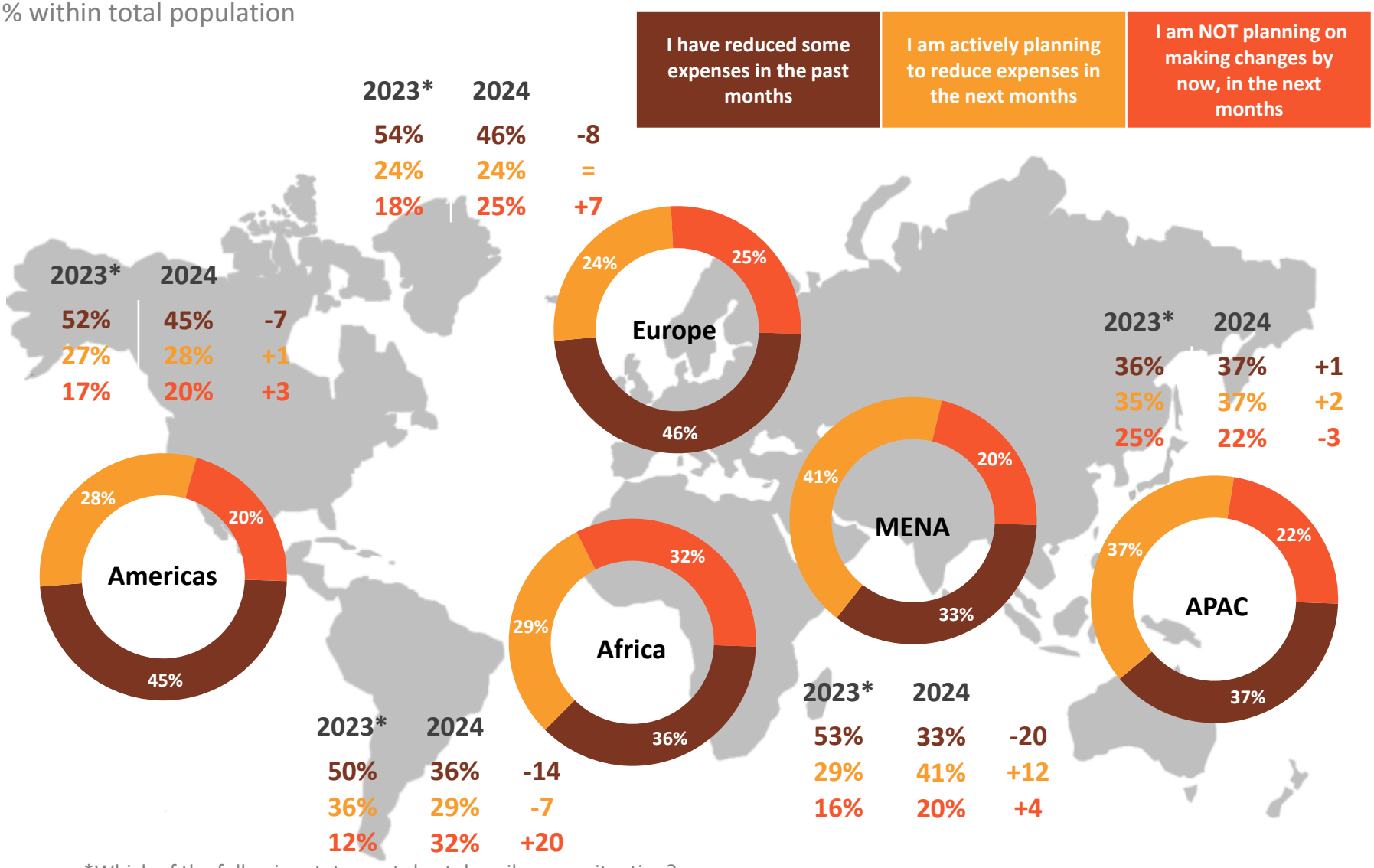
	I have reduced some expenses in the past months	I am actively planning to reduce expenses in the next months	I am NOT planning on making changes by now, in the next months
Working full (include self-employed)	40%	32%	24%
Working Part-time	43%	31%	22%
Unemployed	44%	29%	18%
Student	37%	33%	22%
Housewife	42%	31%	20%
Retired/Disabled	43%	21%	31%

Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

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

% within total population



*Which of the following statements best describe your situation?

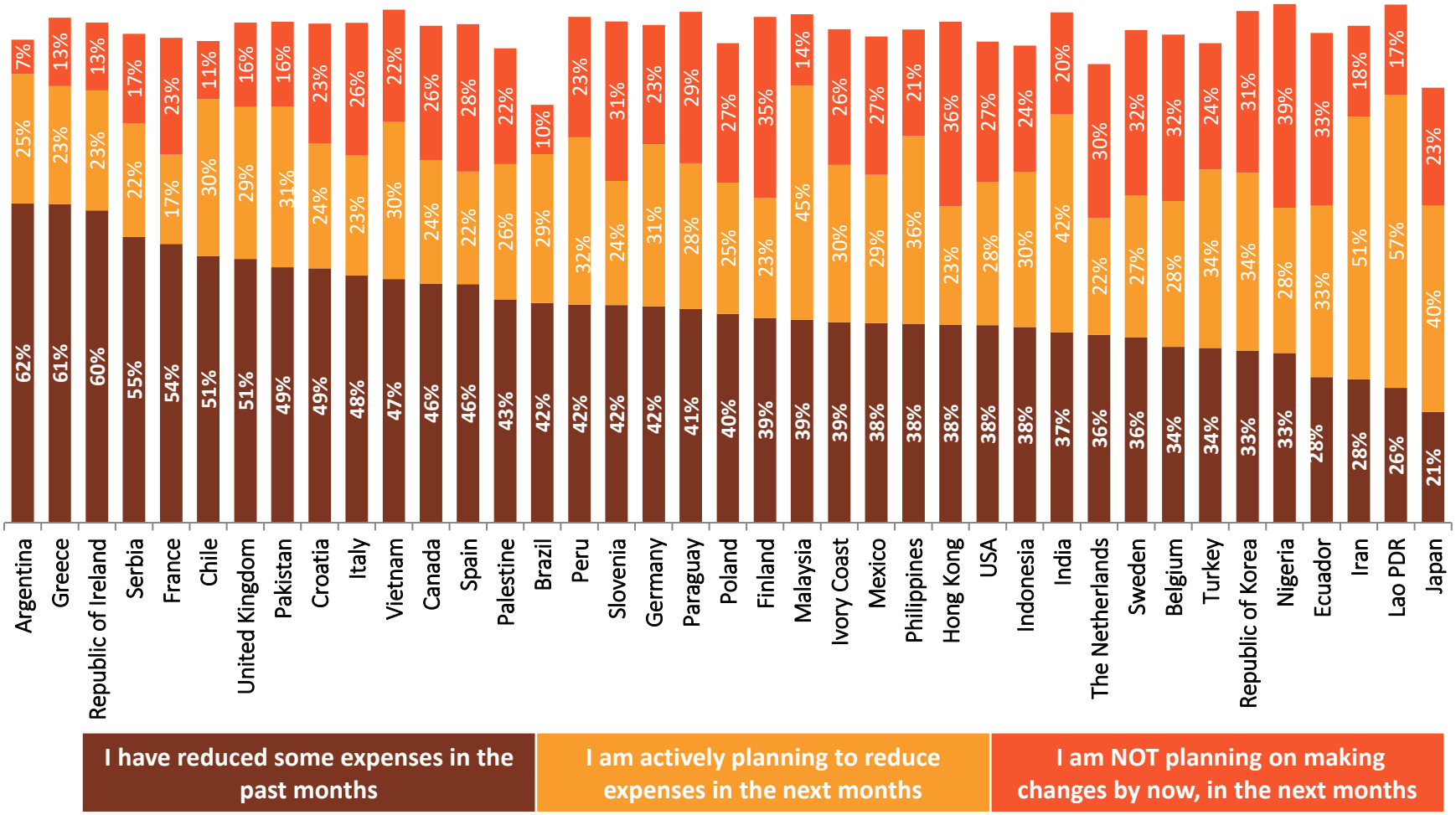
Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

COST OF LIVING

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

% within total population



Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

WiN Worldwide Independent Network Of Market Research

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 - 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Ivory Coast	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Lao PDR	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024

WIN Worldwide Independent Network Of Market Research

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	NATIONAL	11-20 December 2023
23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 – 11 Jan 2024
27	Peru	Datum Internacional	P2P	1210	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	CAWI	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 – 31 Jan 2024
35	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Turkey	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 – 18 Jan 2024

WIN Worldwide Independent Network Of Market Research