



WIN

Worldwide
Independent Network
Of Market Research

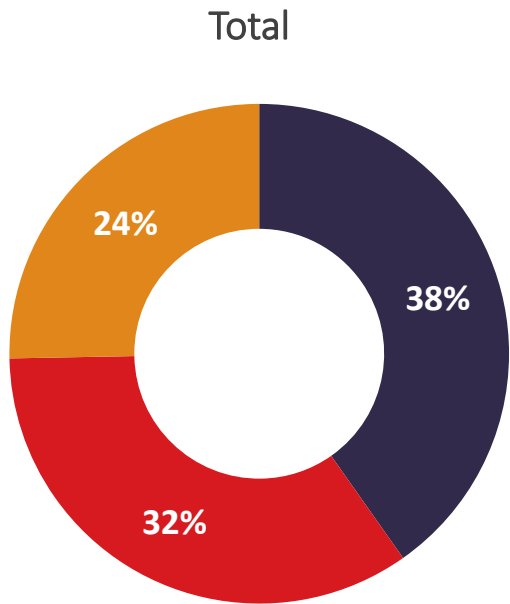
Cost of Living

Worldviews Survey 2025

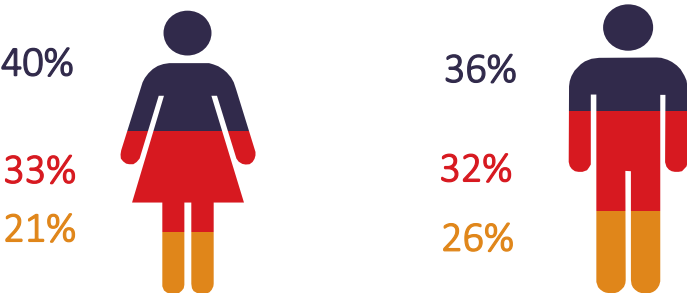


As a result of the rising cost of living, which of the following statements best describe your situation?

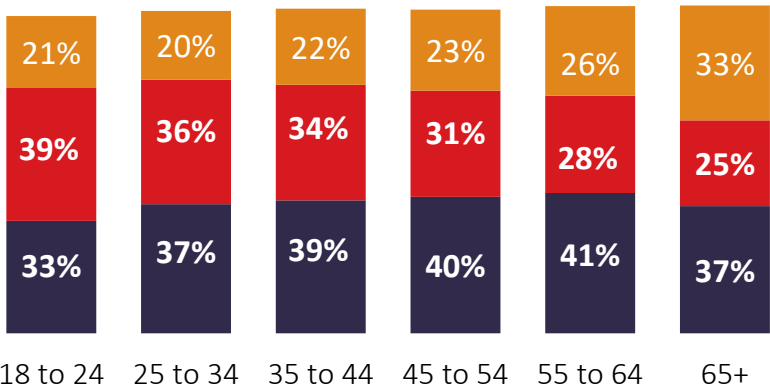
Cost of living
% Within total sample



By gender



By age group



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.)

38%

27%

24%

Completed University

40%

31%

21%

Completed Secondary School

38%

33%

22%

Completed Primary

37%

34%

25%

No education / Only basic education

36%

32%

28%

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, in the next months



By employment

Working full (include self-employed)

37%

34%

24%

Working Part-time

38%

36%

20%

Unemployed

43%

30%

16%

Student

34%

35%

23%

Housewife

41%

32%

20%

Retired/Disabled

39%

24%

32%

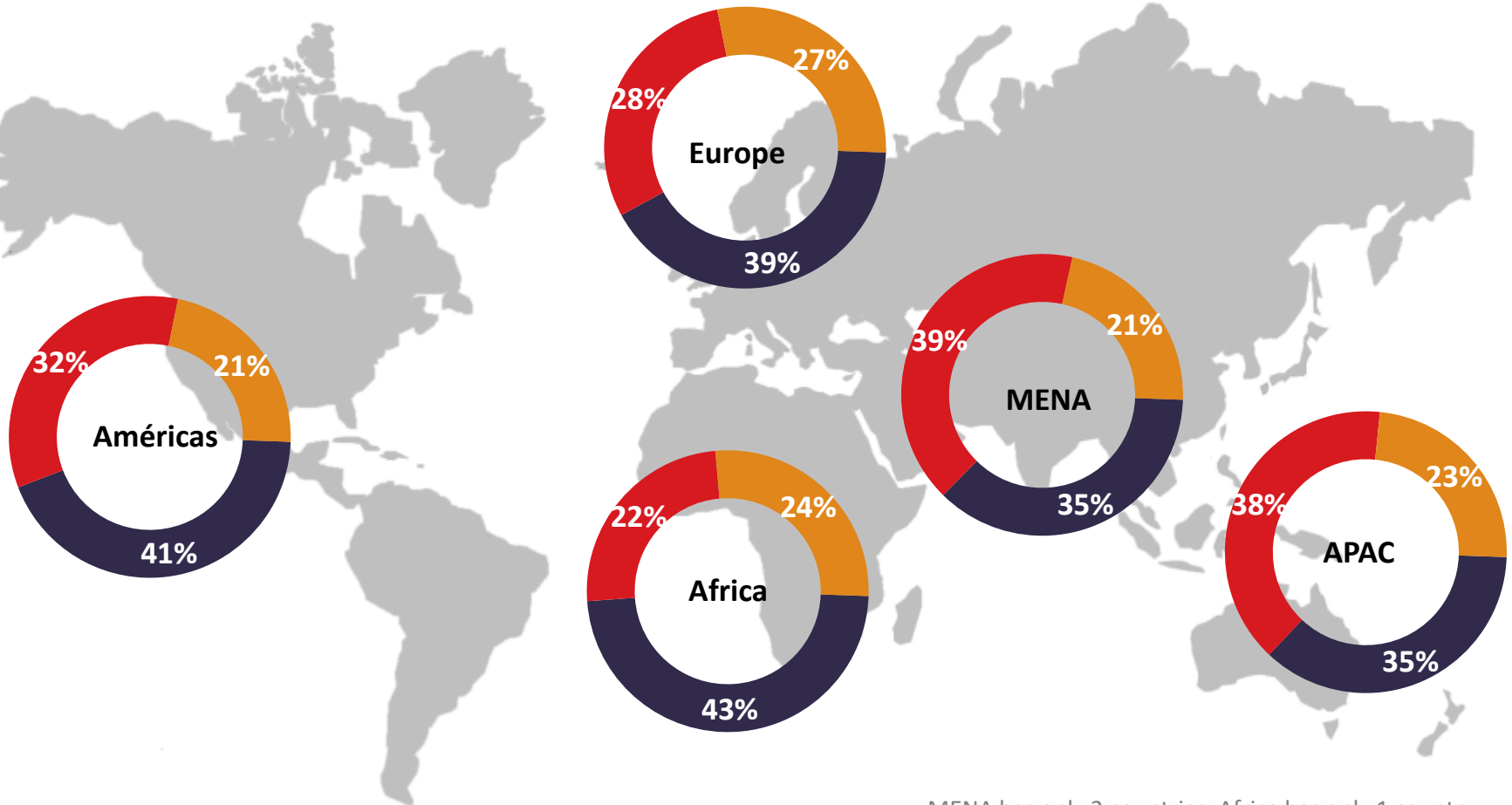
Source: WIN 2025. Base: 35515 The percentages corresponding to the option "Does not know/does not answer" have not been included

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

I have 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, in the next months



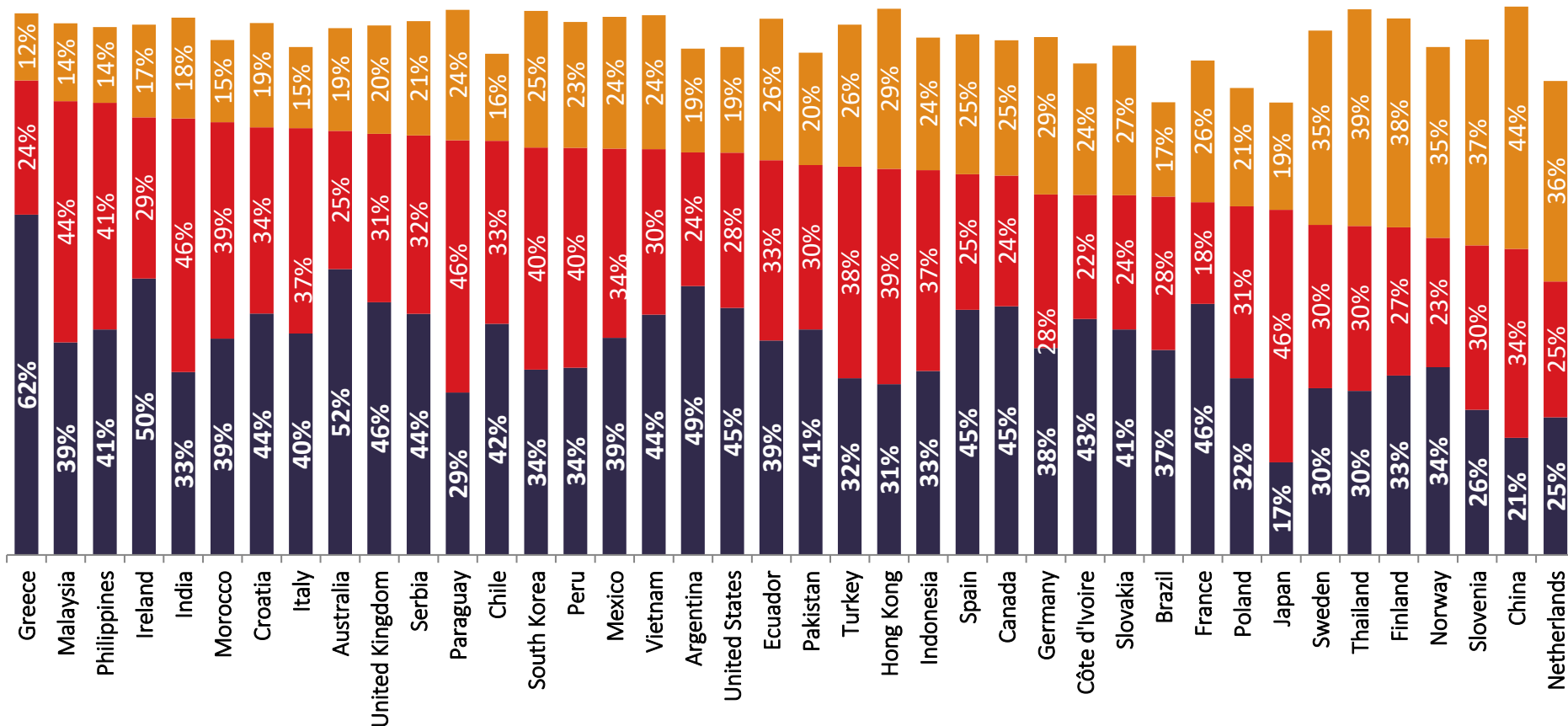
MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 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



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, in the next months

Source: WIN 2025. Base: 35515 The percentages corresponding to the option "Does not know/does not answer" have not been included

Relation between frequency of suffering from stress and perceived impact of the rising cost of living

| | A lot/ very often + Moderately/ fairly often | A little/sometimes | Very little/ occasionally + Never | Do not know / no response |
|--|--|--------------------|--------------------------------------|------------------------------|
| I have reduced some expenses in the past months | 41% | 38% | 35% | 17% |
| I am actively planning to reduce expenses in the next months | 35% | 33% | 29% | 24% |
| I am NOT planning on making changes, in the next months | 18% | 23% | 30% | 15% |
| Don't know | 6% | 5% | 6% | 43% |

Source: WIN 2025. Base: 35515.

Q2_04 - How often would you say that you: Suffer from stress

Q14 - As a result of the rising cost of living, which of the following statements best describe your situation?

METHODOLOGY

| | Country | Company Name | Methodology | Sample | Coverage | 2024-2025 Fieldwork Dates |
|----|------------------------|---|------------------------|--------|-------------------|------------------------------|
| 1 | Argentina | Voices Research & Consultancy | CAWI | 1027 | NATIONAL | 30 Dec 2024 – 9 Jan 2025 |
| 2 | Australia | Luma Research | Online Panel | 500 | NATIONAL | 20-24 January 2025 |
| 3 | Brazil | Market Analysis Brazil | CAWI | 1032 | NATIONAL | 16-23 January 2025 |
| 4 | Canada | LEGER | CAWI | 1000 | NATIONAL | 9-19 January 2025 |
| 5 | Côte d'Ivoire | EMC | CAPI | 569 | NATIONAL | 13-25 February 2025 |
| 6 | Chile | Activa Research | CAWI | 1095 | NATIONAL | 10-27 January 2025 |
| 7 | China | WisdomAsia | CAWI | 1000 | URBAN | Week 1-2 January 2025 |
| 8 | Croatia | Institute for market and media research, Mediana Fides | CAWI | 531 | NATIONAL | 17-23 January 2025 |
| 9 | Ecuador | Centro de Estudios Y Datos - CEDATOS | CAPI | 708 | NATIONAL | 1-3 February 2025 |
| 10 | Finland | Taloustutkimus Oy | Online Panel | 1112 | NATIONAL | 16-24 January 2023 |
| 11 | France | BVA Xsight | CAWI / Online Panel | 1001 | NATIONAL | 6-7 February 2025 |
| 12 | Germany | Produkt+Markt | CAWI | 1000 | NATIONAL | 20 Dec 2024 – 6 Jan 2025 |
| 13 | Greece | Alternative Research Solutions | CAWI | 500 | NATIONAL | 5-20 December 2024 |
| 14 | Hong Kong | Consumer Search Group (CSG) | Online Panel | 516 | TERRITORY WIDE | 31 Dec 2024 -10 Jan 2025 |
| 15 | India | DataPrompt International Pvt. Ltd. | CAWI | 1000 | NATIONAL | 19 Dec 2024 - 20 Jan 2025 |
| 16 | Indonesia | DEKA | Face to Face | 1000 | NATIONAL | 12-25 December 2024 |
| 17 | Republic of Ireland | RED C Research & Marketing Ltd | CAWI | 1013 | NATIONAL | 9-15 January 2025 |
| 18 | Italy | BVA Doxa | CAWI | 1000 | NATIONAL | 13-16 December 2024 |
| 19 | Japan | Nippon Research Center, LTD. | CAWI | 1131 | NATIONAL | 22-27 January 2025 |
| 20 | Malaysia | Central Force International | Online Panel | 1008 | NATIONAL | 2-9 December 2024 |
| 21 | Mexico | Brand Investigation S.A.de C.V | Online | 800 | NATIONAL | 9-18 January 2025 |

METHODOLOGY

Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25th 2025

| | Country | Company Name | Methodology | Sample | Coverage | 2024-2025 Fieldwork Dates |
|----|-----------------|--|-------------|--------|--|------------------------------|
| 22 | Morocco | Integrate Consulting SARL | Online | 509 | NATIONAL | 21-24 January 2025 |
| 23 | Norway | Opinion AS | CAWI | 1031 | NATIONAL | 13-21 January 2025 |
| 24 | Pakistan | Gallup Pakistan | CATI | 1000 | NATIONAL | 3 Dec 2024 -2 Jan 2025 |
| 25 | Paraguay | ICA Consultoría Estratégica | CATI | 500 | NATIONAL | 8-31 January 2025 |
| 26 | Peru | Datum Internacional | F2F | 1204 | NATIONAL | 31 Jan – 7 Feb 2025 |
| 27 | Philippines | Philippine Survey and Research Center, Inc. (PSRC) | CAPI | 1000 | NATIONAL | 14-31 January 2025 |
| 28 | Poland | Mareco Polska | CAWI | 1080 | NATIONAL | 18-22 December 2024 |
| 29 | Serbia | Institute for market and media research, Mediana Adria | CAWI | 536 | NATIONAL | 17-23 January 2025 |
| 30 | Slovakia | Go4insight | CAWI | 500 | NATIONAL | 17-22 January 2025 |
| 31 | Slovenia | Institute for market and media research, Mediana | CAWI | 700 | NATIONAL | 17-21 January 2025 |
| 32 | South Korea | Gallup Korea | CAWI | 1085 | NATIONAL | 16-24 January 2025 |
| 33 | Spain | Instituto DYM | CAWI | 1014 | NATIONAL | 16-20 January 2025 |
| 34 | Sweden | DEMOSKOP AB | CAWI | 1004 | NATIONAL | 21 Dec 2024 – 23 Jan 2025 |
| 35 | Thailand | INFOSEARCH LIMITED | F2F | 500 | NATIONAL | 22 Dec 2024 – 18 Jan 2025 |
| 36 | The Netherlands | Motivaction International B.V. | CAWI | 1023 | NATIONAL | 6-18 December 2024 |
| 37 | Turkey | Barem | CATI | 775 | NATIONAL | 24-28 January 2025 |
| 38 | United Kingdom | ORB International | CAWI | 1000 | NATIONAL | 19-23 Dec 2024 |
| 39 | USA | LEGER | CAWI | 1000 | NATIONAL | 9-19 January 2025 |
| 40 | Vietnam | Indochina Research (Vietnam) Ltd | CAPI | 900 | Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population | 18 Dec 2024 – 10 Jan 2025 |