

People worldwide struggle due to increase in the cost of living

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WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey - WWS 2022 - exploring the views and beliefs of 29,739 individuals among citizens from 36 countries across the globe.

The survey analyzes views and opinions related to the current financial situation of citizens and how they are dealing with inflation and the increase in the cost of living.

HEADLINES

The war between Russia and Ukraine and the pandemic affected all economies worldwide and the cost of living became a crucial factor.

Financial situation

The cost of living has increased due to various factors, including COVID-19 and political and economic crises affecting many countries. Many people are so financially struggled that only 25% of citizens worldwide are living comfortably. **People between the ages of 35 and 44 are among the most affected ones**, probably because of the costs related to supporting a family. Interestingly, there are also significant differences according to the educational level of respondents: more than half of the interviewed people (54%) who have basic education or no education have difficulties in paying their bills, while interviewees who have completed higher educational levels (Masters, PHD, etc.) have less difficulties in this regard (25% say they struggle financially). On a country level, **Argentina (76%), Lebanon (69%) and Chile (65%) are among the countries with the highest percentage of population expressing financial difficulties.**

The rising of cost of living

People around the world have been forced to reduce expenses due to the rising cost of living. In fact, **48% of those surveyed have already reduced some expenses in previous months**, with the 45-54 age group being the most affected ones (51%). On the other hand, **19% of the respondents do not plan to make any changes in their monthly budget**, a percentage slightly higher among people over 65 years (24%).

Analyzing results by employment status, there is no evidence of significant differences: both full-time employees and unemployed have already made a reduction on their

expenses or plan to do so (77% and 79%, respectively). However, significant differences are registered within countries: for example, people in **Greece and Ireland have already cut their spending (both 70%), while only 19% of citizens in Japan have done so.**

Vilma Scarpino, President of WIN International Association, said:

'This year, for the first time, the WIN World Survey focuses on the financial situation of citizens. The historical time we're living, affected by the pandemic, the rising of conflicts in many areas of the world, the climate emergency, and insecurities towards the future, forces us to take increasingly more into consideration people's social and financial wellbeing as well. Research on many different sectors and aspects of life cannot overlook people's spending possibilities. And it's not only about finance: the rising costs of living affect people social wellbeing too.'

Interestingly, this study highlights more differences between countries than many others do. While there are some common widely accepted stands (e.g., agreement on climate change is high in every country) the financial situation differ significantly between different parts of the world. WWS data might serve therefore, together with other sources, as a starting point for institutions, governments and NGOs to work on improving financial stability.'

-ENDS-

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NOTES FOR EDITORS**Methodology:**

The survey was conducted in 36 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:

A total of 29,739 people were interviewed. See below for sample details. The fieldwork was conducted during October 9th and December 10th, 2022. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

About WIN:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

Methodology Sheet

	Country	Company Name	Methodology		Coverage	2022 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	621	NATIONAL	21-31 OCT
2	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	10-28 NOV
3	Canada	LEGER	CAWI	1000	NATIONAL	17-27 NOV
4	Chile	Activa Research	CAWI	1004	NATIONAL	7-17 NOV
5	Ivory Coast	EMC SARL	CATI	508	NATIONAL	8 NOV – 15 DEC
6	Croatia	Mediana Fides	CAWI	540	NATIONAL	31 OCT - 2 NOV
7	Ecuador	CEDATOS	FACE-TO-FACE/CAPI	620	NATIONAL	30 NOV – 2 DEC
8	Finland	Taloustutkimus Oy	CAWI	1042	NATIONAL	18-28 NOV
9	France	BVA	CAWI	1000	NATIONAL	16-17 NOV
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	16-23 NOV
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	22-29 NOV
12	Hong Kong	Consumer Search Group (CSG)	CAWI	501	TERRITORY WIDE	23-29 NOV
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	1 NOV – 5 DEC
14	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1015	NATIONAL	8-14 NOV
15	Italy	BVA Doxa	CAWI	1001	NATIONAL	4-7 NOV
16	Japan	Nippon Research Center, LTD.	CAWI	1236	NATIONAL	15-22 NOV
17	Kenya	Mind Pulse Research & Consulting Ltd	CATI	500	KEY URBAN AREAS	4-10 DEC
18	Lebanon	REACH SAL	CATI	500	NATIONAL	19-22 NOV
19	Malaysia	Central Force International Sdn.Bhd.	CAWI	1003	NATIONAL	17 NOV – 4 DEC
20	Mexico	Brand Investigation S.A de C.V	Online	535	NATIONAL	17-30 NOV
21	Nigeria	Market Trends International	CATI	1003	NATIONAL	9-25 NOV
22	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	16-28 NOV

23	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	24 NOV – 6 DEC
24	Peru	Datum Internacional	CAWI	1003	URBAN NATIONAL	15-30 NOV
25	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL	5-25 NOV
26	Poland	Mareco Polska	CAWI	509	NATIONAL	18-21 NOV
27	Republic of Korea	Gallup Korea	CAPI	1549	NATIONAL	3-29 NOV
28	Serbia	Mediana Adria	CAWI	520	NATIONAL	28 OCT - 7 NOV
29	Slovenia	Mediana	CAWI	501	NATIONAL	23-25 NOV
30	Spain	Instituto DYM	CAWI	1006	NATIONAL	9 -23 OCT
31	Thailand	Infosearch Limited	CAPI	500	NATIONAL	12-25 NOV
32	The Netherlands	Motivaction International B.V.	CAPI	1011	NATIONAL	2-6 DIC
33	Turkey	Barem	CATI	708	NATIONAL	08-17 NOV
34	United Kingdom	ORB International	CAWI	1018	NATIONAL	14-19 DEC
35	USA	LEGER	CAWI	1000	NATIONAL	17-27 NOV
36	Vietnam	Indochina Research Ltd	CAPI	800	HANOI, HO CHI MINH CITY, DA NANG, CAN THO	15-30 NOV