

Cost of Living

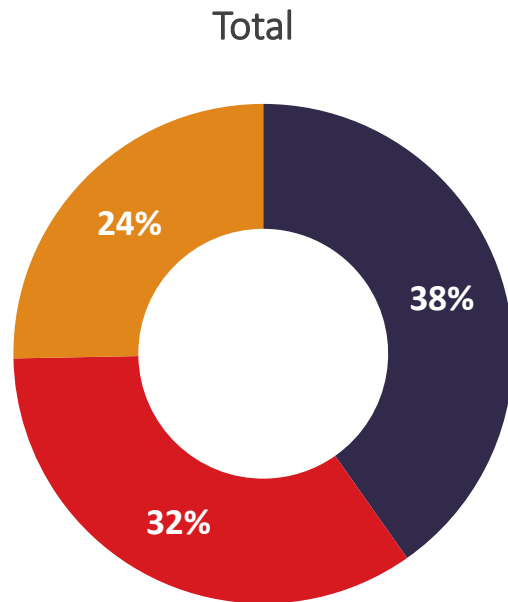
Worldviews Survey 2025



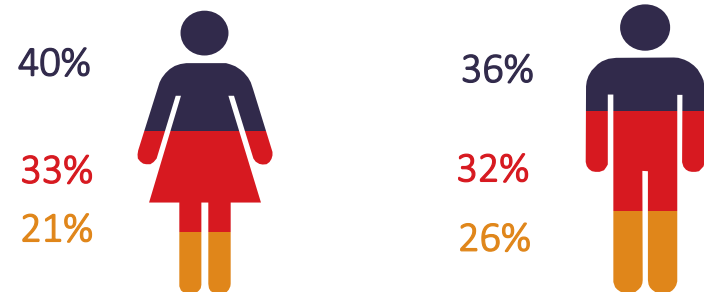
As a result of the rising cost of living, which of the following statements best describe your situation?

Cost of living

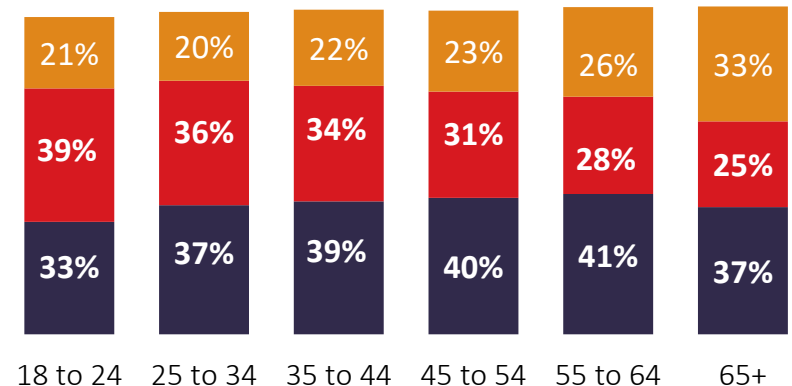
% Within total sample



By gender



By age group



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

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%

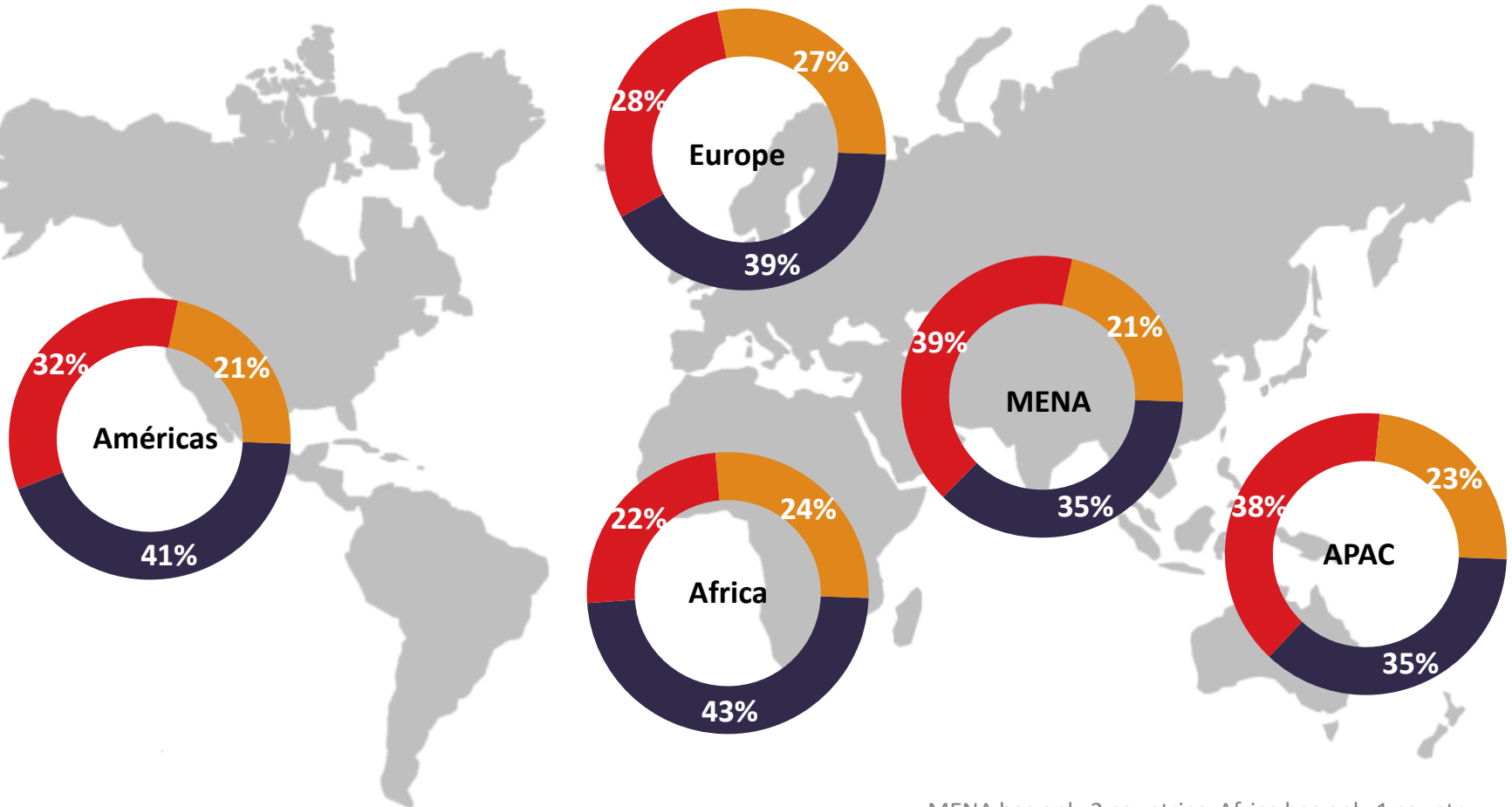
Source: WIN 2025. Base: 35515 The percentages corresponding to the option "Does not know/does not answer" have not been included

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



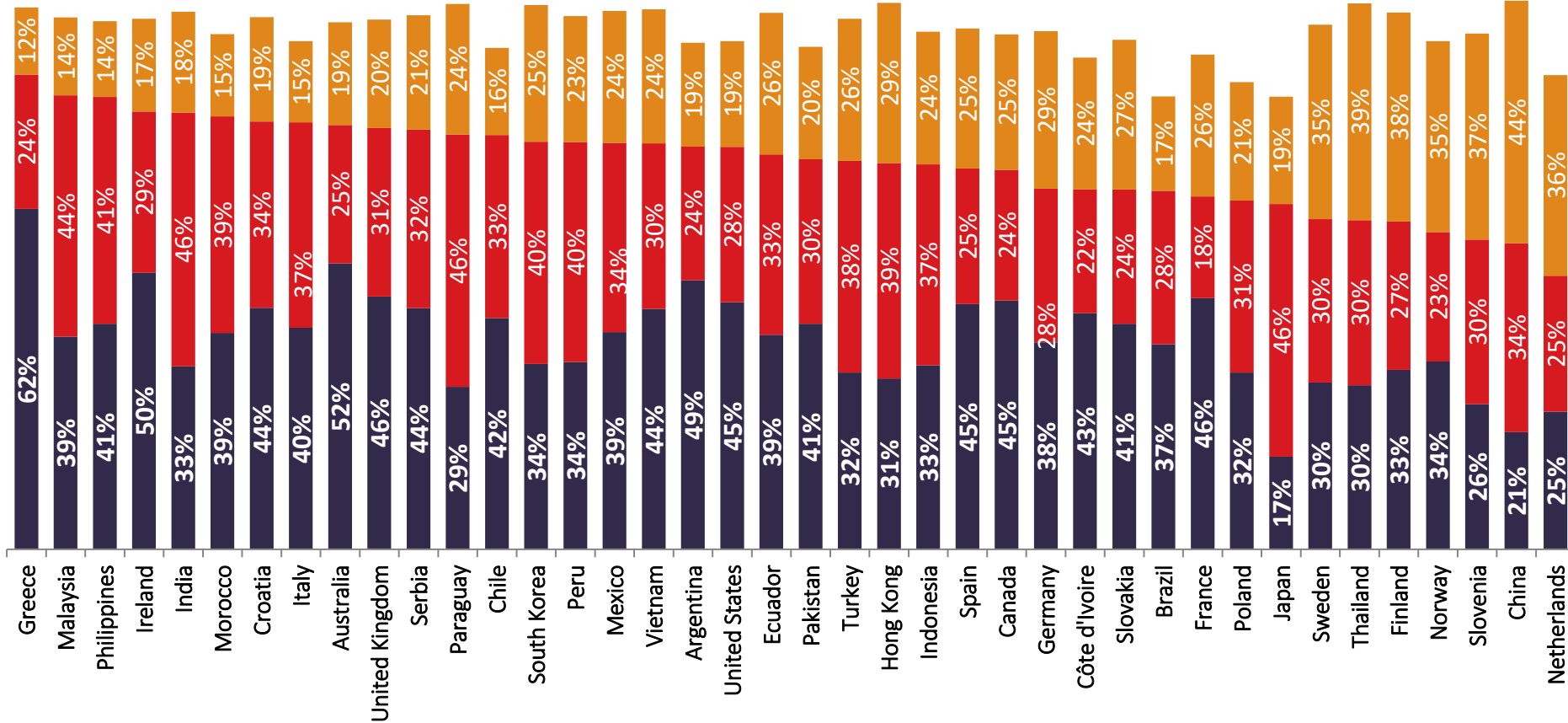
MENA has only 2 countries. Africa has only 1 country.

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.

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