

가계 형편 - 개인 재정 상황, 생활비·물가상승 지출 영향

WWS(WIN World Survey) 다국가 조사

세계 조사 개요

2022년 10~12월 36개국 성인 총 29,739명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2022년 11월 7~24일
- 표본추출: 층화 집락 확률 비례 추출
- 응답방식: 면접조사원 인터뷰(CAPI)
- 조사대상: 전국(제주 제외) 만 19세 이상 1,549명
- 표본오차: $\pm 2.5\%$ 포인트(95% 신뢰수준)
- 응답률: 26.7%(총 접촉 5,802명 중 1,549명 응답 완료)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 G20230119



응답자 특성표

주요 분석 단위별 표본오차(95% 신뢰수준 기준)와 성/연령/직업/지역과 연령 분포 구성입니다. 2022년 7월 행정안전부 주민등록인구 기준 7개 권역/성/연령별 셀 가중 결과

한국 응답자 특성표 2022년 11월 7~24일 면접조사(CAPI)	조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
	사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체	1,549	100%	1,549	100%	1.00	±2.5%P
성별 남성	772	50%	768	50%	0.99	±3.5%P
여성	777	50%	781	50%	1.01	±3.5%P
연령별 19~29세	318	21%	251	16%	0.79	±5.5%P
30대	303	20%	236	15%	0.78	±5.6%P
40대	308	20%	289	19%	0.94	±5.6%P
50대	312	20%	306	20%	0.98	±5.5%P
60대 이상	308	20%	467	30%	1.52	±5.6%P
지역별 서울	302	19%	297	19%	0.98	±5.6%P
인천/경기	436	28%	496	32%	1.14	±4.7%P
강원	54	3%	47	3%	0.88	±13.3%P
대전/세종/충청	215	14%	166	11%	0.77	±6.7%P
광주/전라	170	11%	153	10%	0.90	±7.5%P
대구/경북	150	10%	153	10%	1.02	±8.0%P
부산/울산/경남	222	14%	236	15%	1.07	±6.6%P

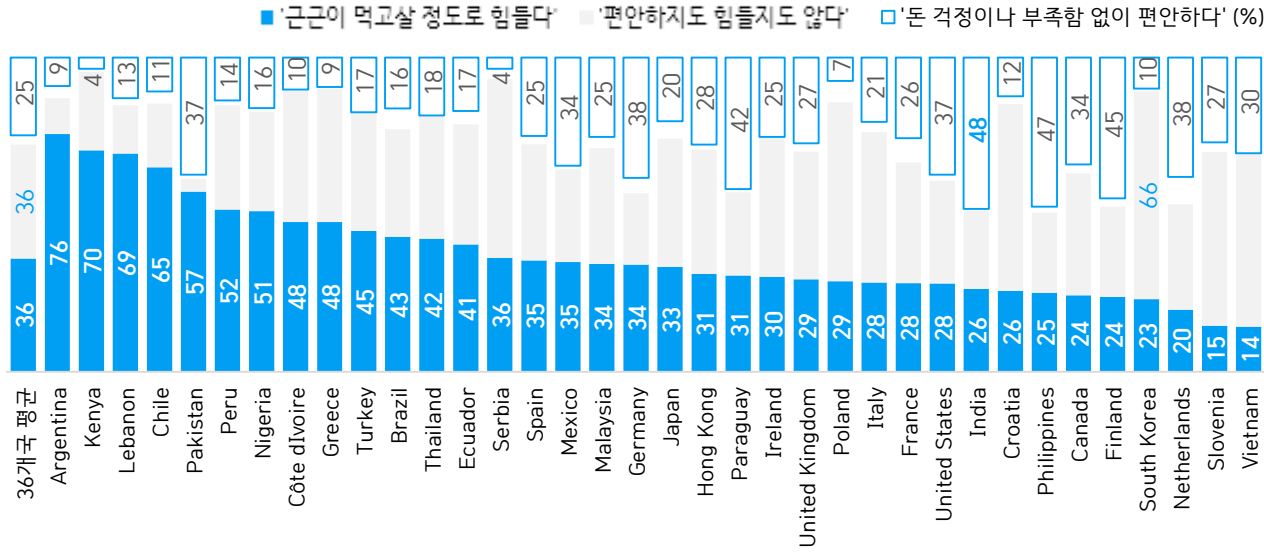
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

- 가중값 적용 사례수는 2022년 7월 행안부 주민등록인구 기준 지역/성/연령 셀 가중 결과

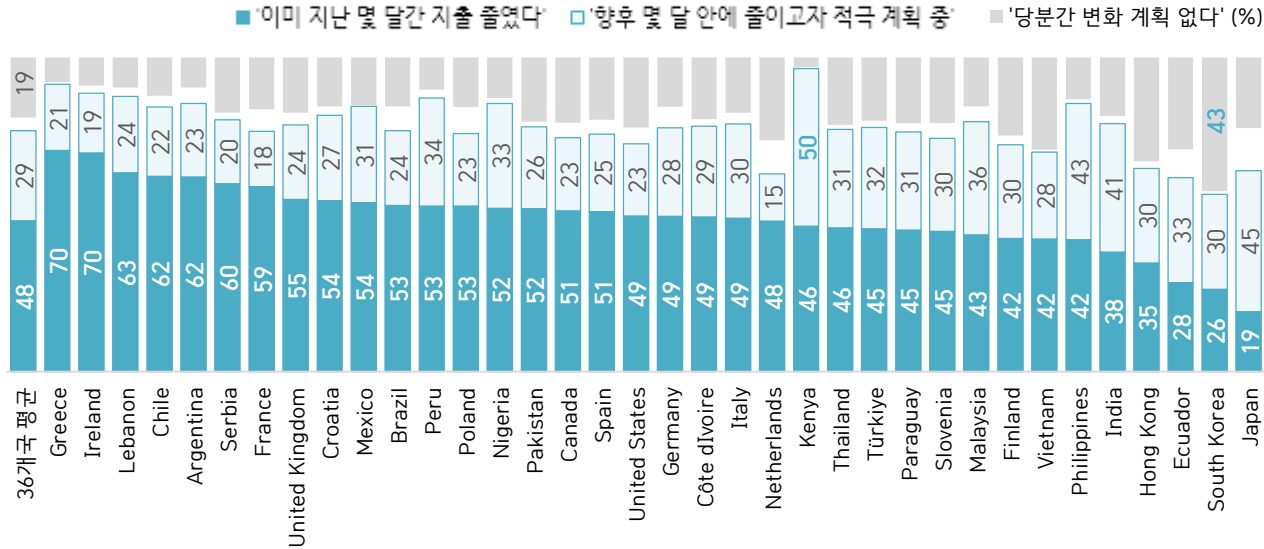
응답자 특성표 2022년 11월 7~24일 면접조사(CAPI)	조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
		가중적용 사례수	연령 분포				
			19~29세	30대	40대	50대	60대+
전체	1,549	1,549	16%	15%	19%	20%	30%
성별 남성	772	768	17%	16%	19%	20%	28%
여성	777	781	15%	15%	18%	19%	33%
지역별 서울	302	297	18%	17%	18%	18%	28%
인천/경기	436	496	17%	17%	20%	20%	26%
강원	54	47	-	-	-	-	-
대전/세종/충청	215	166	16%	15%	19%	19%	31%
광주/전라	170	153	15%	13%	18%	20%	35%
대구/경북	150	153	15%	13%	17%	20%	34%
부산/울산/경남	222	236	15%	14%	18%	20%	33%
직업별 농/임/어업	18	23	-	-	-	-	-
자영업	200	235	1%	5%	16%	32%	46%
기능노무/서비스	365	348	13%	15%	22%	24%	26%
사무/관리	505	455	23%	30%	25%	15%	7%
전업주부	287	326	1%	9%	17%	21%	52%
학생	105	86	100%				
무직/은퇴/기타	69	75	15%	9%	3%	6%	67%
주관적 상/중상	65	59	23%	19%	9%	19%	29%
생활 중	738	707	18%	15%	20%	23%	25%
수준별 중하	642	646	14%	17%	20%	18%	32%
하	104	136	11%	10%	12%	15%	52%
월소득 300만 원 미만	322	364	12%	11%	7%	10%	59%
수준별 300만 원대	317	278	10%	19%	26%	15%	31%
400만 원대	288	278	11%	15%	27%	25%	23%
500만 원대	320	316	20%	16%	26%	23%	16%
600만 원 이상	302	314	28%	17%	11%	27%	17%

- 소득은 가구 월평균 기준. 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

● 현재 개인 재정 상황 - 국가별



● 생활비·물가 상승 지출 영향 - 국가별



- 재정 상황 '힘들다', 지출 영향 '이미 줄였다' 내림차순. 2022년 10~12월 36개국 WIN World Survey

- 한국은 2022년 11월 7~24일 면접조사(CAPI). 한국갤럽 www.gallup.co.kr

● 가계 형편 - 국가별 (%)

2022년 8~10월 WIN World Survey	현재 개인 재정 상황				생활비·물가 상승 지출 영향			
	걱정 없다	근근이 산다	보통	의견 유보	지출 줄었다	줄일 계획	영향 없다	의견 유보
36개국 평균	25%	36%	36%	3%	48%	29%	19%	4%
Argentina	9%	76%	11%	4%	62%	23%	10%	5%
Brazil	16%	43%	34%	7%	53%	24%	16%	8%
Canada	34%	24%	39%	3%	51%	23%	21%	5%
Côte d'Ivoire	10%	48%	42%	0%	49%	29%	20%	2%
Chile	11%	65%	20%	4%	62%	22%	12%	4%
Germany	38%	34%	23%	5%	49%	28%	16%	7%
Ecuador	17%	41%	38%	4%	28%	33%	29%	9%
Spain	25%	35%	37%	3%	51%	25%	20%	5%
Finland	45%	24%	29%	3%	42%	30%	25%	3%
France	26%	28%	38%	8%	59%	18%	17%	7%
United Kingdom	27%	29%	41%	3%	55%	24%	18%	4%
Greece	9%	48%	42%	1%	70%	21%	8%	1%
Hong Kong	28%	31%	40%	2%	35%	30%	33%	2%
Croatia	12%	26%	60%	2%	54%	27%	16%	3%
Ireland	25%	30%	44%	0%	70%	19%	9%	2%
India	48%	26%	25%	1%	38%	41%	19%	3%
Italy	21%	28%	48%	3%	49%	30%	18%	4%
Japan	20%	33%	41%	6%	19%	45%	23%	14%
Kenya	4%	70%	25%	1%	46%	50%	3%	0%
South Korea	10%	23%	66%	1%	26%	30%	43%	1%
Lebanon	13%	69%	15%	2%	63%	24%	10%	3%
Mexico	34%	35%	30%	1%	54%	31%	15%	0%
Malaysia	25%	34%	37%	3%	43%	36%	16%	5%
Nigeria	16%	51%	32%	1%	52%	33%	13%	2%
Netherlands	38%	20%	34%	9%	48%	15%	26%	11%
Peru	14%	52%	33%	2%	53%	34%	10%	3%
Philippines	47%	25%	25%	2%	42%	43%	13%	1%
Pakistan	37%	57%	4%	1%	52%	26%	20%	2%
Poland	7%	29%	57%	7%	53%	23%	16%	8%
Paraguay	42%	31%	26%	1%	45%	31%	21%	3%
Serbia	4%	36%	57%	3%	60%	20%	18%	2%
Slovenia	27%	15%	55%	3%	45%	30%	21%	5%
Thailand	18%	42%	39%	0%	46%	31%	22%	1%
Türkiye	17%	45%	38%	0%	45%	32%	20%	2%
United States	37%	28%	33%	2%	49%	23%	22%	5%
Vietnam	30%	14%	55%	0%	42%	28%	29%	1%

- 재정 상황: '돈 걱정 부족함 없이 편안', '근근이 먹고살 정도로 힘들다', '편안하지도 힘들지도 않다'

- 지출 영향: '이미 몇 달간 지출 줄어왔다', '향후 줄이고자 적극 계획 중', '당분간 변화 계획 없다'

- 국가명 순. 2022년 8~10월 36개국 WIN World Survey. 한국갤럽 www.gallup.co.kr

질문) 귀하의 현 재정 상황은 다음 중 어느 쪽에 가깝습니까?

- 돈 걱정이나 부족함 없이 편안하다
- / 근근이 먹고살 정도로 힘들다 / 편안하지도 않고 힘들지도 않다 (항목 제시)

2022년 11월 7~24일 한국 조사	사례수 (명)	현재 개인 재정 상황			
		돈 걱정, 부족함없다	근근이 산다	어느 쪽도 아니다	모름/ 응답거절
전체	1,549	10%	23%	66%	1%
성별 남성	768	10%	24%	66%	1%
여성	781	10%	23%	67%	1%
연령별 19~29세	251	12%	21%	65%	2%
30대	236	8%	18%	73%	1%
40대	289	7%	22%	71%	0%
50대	306	10%	25%	65%	1%
60대 이상	467	12%	27%	61%	1%
직업별 농/임/어업	23	-	-	-	-
자영업	235	11%	25%	62%	2%
기능노무/서비스	348	7%	24%	69%	1%
사무/관리	455	13%	18%	69%	0%
전업주부	326	8%	24%	67%	1%
학생	86	10%	22%	66%	3%
무직/은퇴/기타	75	7%	47%	45%	1%
주관적 상/중상	59	70%	5%	22%	4%
생활 중	707	12%	18%	70%	1%
수준별 중하	646	4%	24%	72%	1%
하	136	1%	57%	42%	
월소득 300만 원 미만	364	8%	43%	49%	1%
수준별 300만 원대	278	8%	27%	64%	2%
400만 원대	278	6%	21%	73%	
500만 원대	316	7%	10%	82%	1%
600만 원 이상	314	21%	12%	66%	1%
지역별 서울	297	6%	23%	71%	
인천/경기	496	9%	22%	68%	1%
강원	47	-	-	-	-
대전/세종/충청	166	12%	17%	65%	5%
광주/전라	153	18%	15%	66%	1%
대구/경북	153	7%	28%	64%	
부산/울산/경남	236	9%	29%	61%	

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

질문) 최근 생활비·물가 상승으로 인한 귀하의 현 상황은 다음 중 어느 쪽에 가깝습니까?

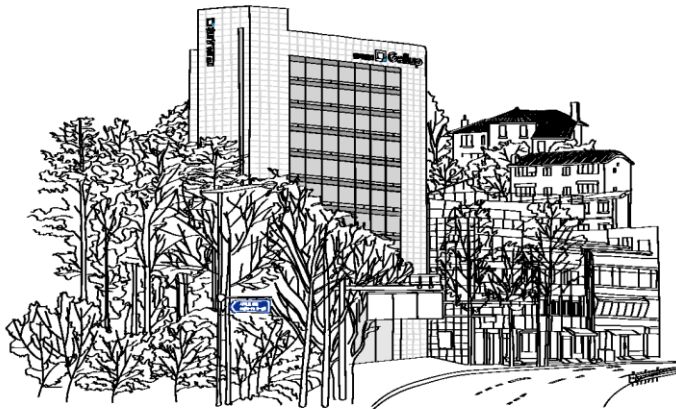
- 나는 이미 지난 몇 달간 지출을 줄여왔다
- / 향후 몇 달 안에 지출을 줄이고자 적극 계획 중이다
- / 지금도 앞으로도 당분간 변화 계획 없다 (항목 제시)

2022년 11월 7~24일 한국 조사	사례수 (명)	생활비·물가 상승 지출 영향			
		이미 지출 줄였다	향후 줄일 계획이다	변화 계획 없다	모름/ 응답거절
전체	1,549	26%	30%	43%	1%
성별 남성	768	26%	32%	42%	1%
여성	781	27%	29%	43%	1%
연령별 19~29세	251	20%	31%	47%	2%
30대	236	21%	38%	41%	1%
40대	289	25%	34%	41%	1%
50대	306	26%	32%	40%	1%
60대 이상	467	33%	22%	44%	1%
직업별 농/임/어업	23	-	-	-	-
자영업	235	28%	29%	42%	0%
기능노무/서비스	348	29%	30%	39%	1%
사무/관리	455	19%	34%	46%	1%
전업주부	326	29%	25%	45%	1%
학생	86	18%	37%	43%	3%
무직/은퇴/기타	75	38%	31%	27%	4%
주관적 상/중상	59	18%	22%	57%	2%
생활 중	707	22%	32%	45%	1%
수준별 중하	646	28%	29%	41%	1%
하	136	42%	27%	31%	
월소득 300만 원 미만	364	31%	32%	36%	1%
수준별 300만 원대	278	29%	28%	41%	1%
400만 원대	278	29%	32%	38%	1%
500만 원대	316	21%	29%	50%	1%
600만 원 이상	314	21%	30%	49%	0%
지역별 서울	297	24%	33%	42%	1%
인천/경기	496	27%	36%	35%	1%
강원	47	-	-	-	-
대전/세종/충청	166	30%	42%	27%	2%
광주/전라	153	25%	14%	60%	2%
대구/경북	153	39%	16%	45%	0%
부산/울산/경남	236	16%	22%	61%	

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.

1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

한국갤럽 홈페이지 갤러리포스트 게시판을 통해 공개한 자료는
모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

인용하실 때는 반드시 출처를 밝혀 주십시오.
가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- 매주 새로운 조사 결과를 전합니다: [이메일 뉴스레터 구독 신청](#) | [카카오톡채널 추가](#)
- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

People worldwide struggle due to increase in the cost of living

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



WIN

Worldwide
Independent Network
Of Market Research

Cost of Living

WWS 2022

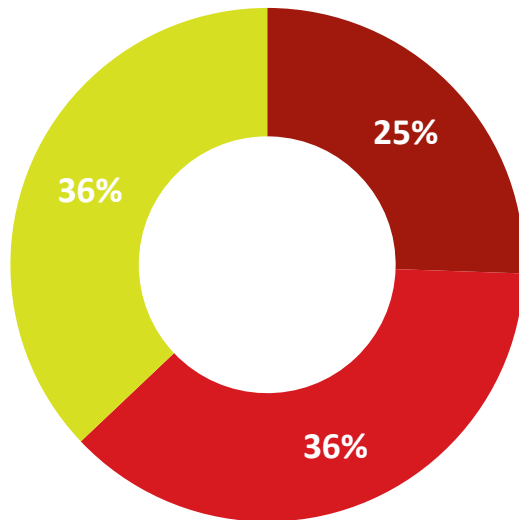


Which of the following best describes of your current financial situation?

Cost of living

% Within total sample

Total



By gender

23%



38%

36%

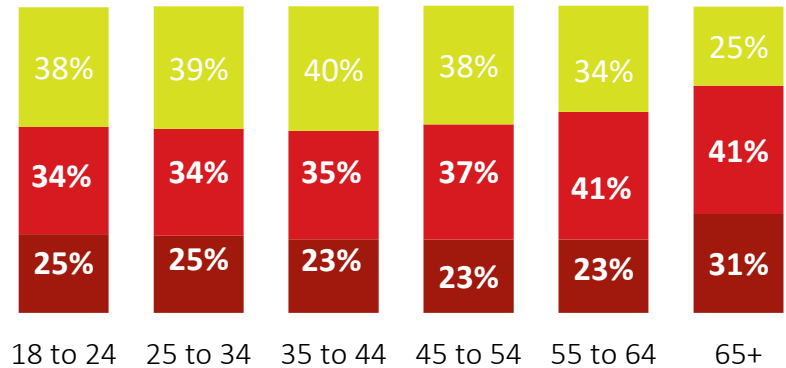
27%



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

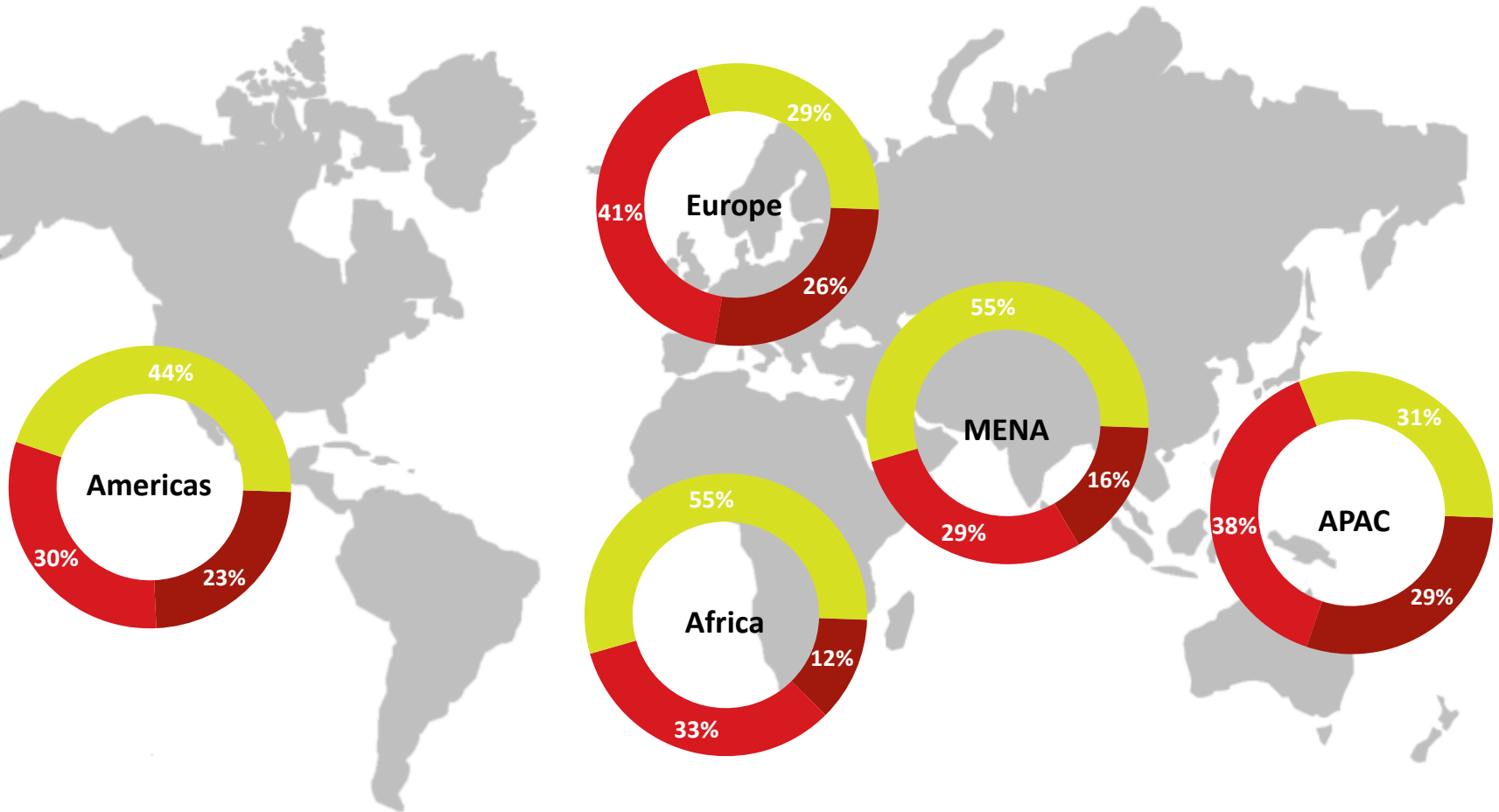
Which of the following best describes of your current financial situation?

% within total population

Living comfortably

Neither comfortable
nor struggling

Struggling financially
to make ends meet

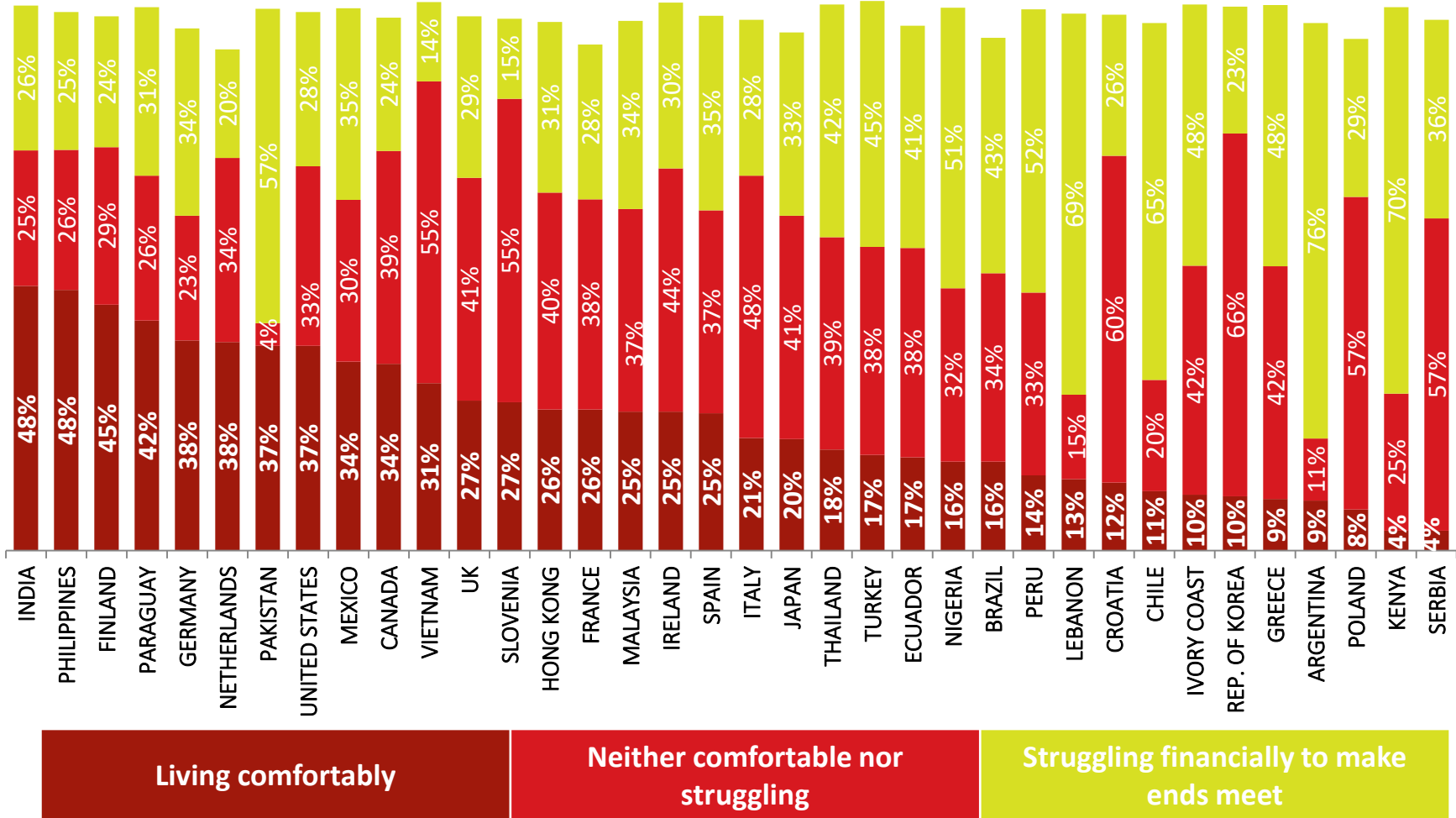


Source: WIN 2022. Base: 29739 The percentages corresponding to the option "Does not know/does not answer" have not been included

Which of the following best describes your current financial situation?

Cost of living

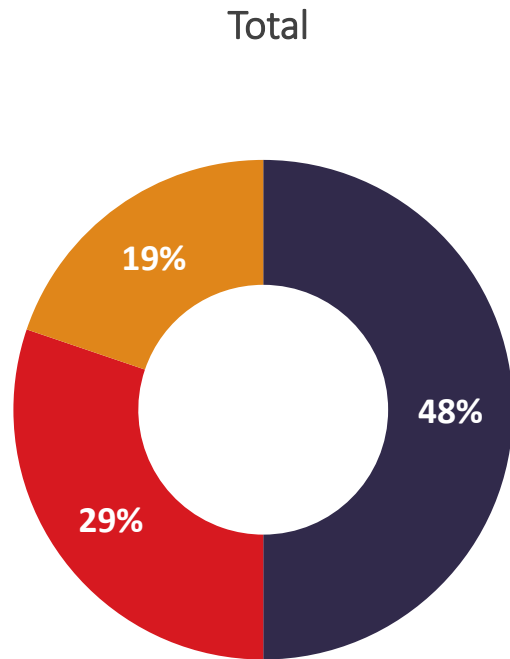
% Within total sample



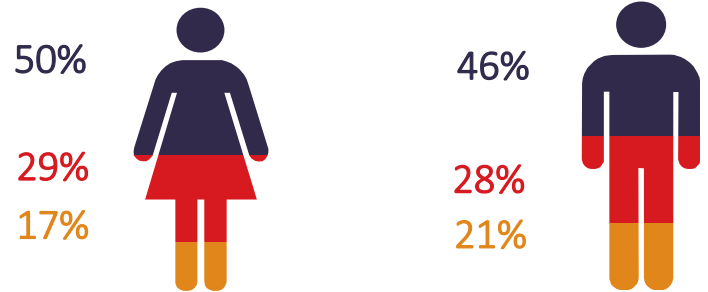
As a result of the rising cost of living, which of the following statements best describe your situation?

Cost of living

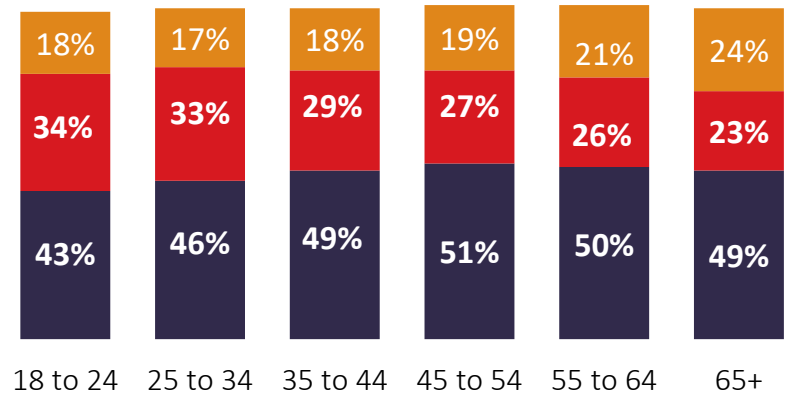
% Within total sample



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
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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

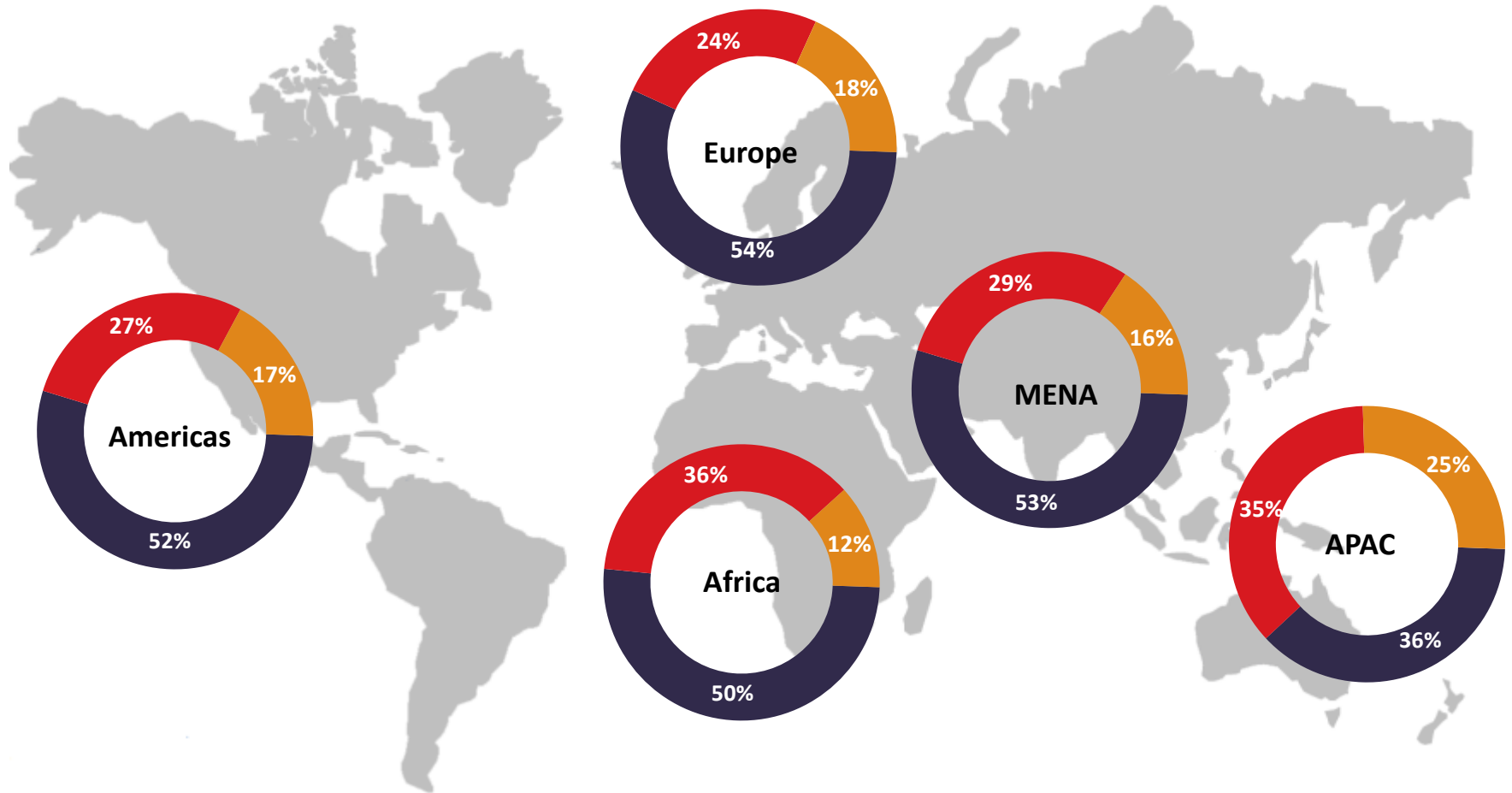


Retired/Disabled



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

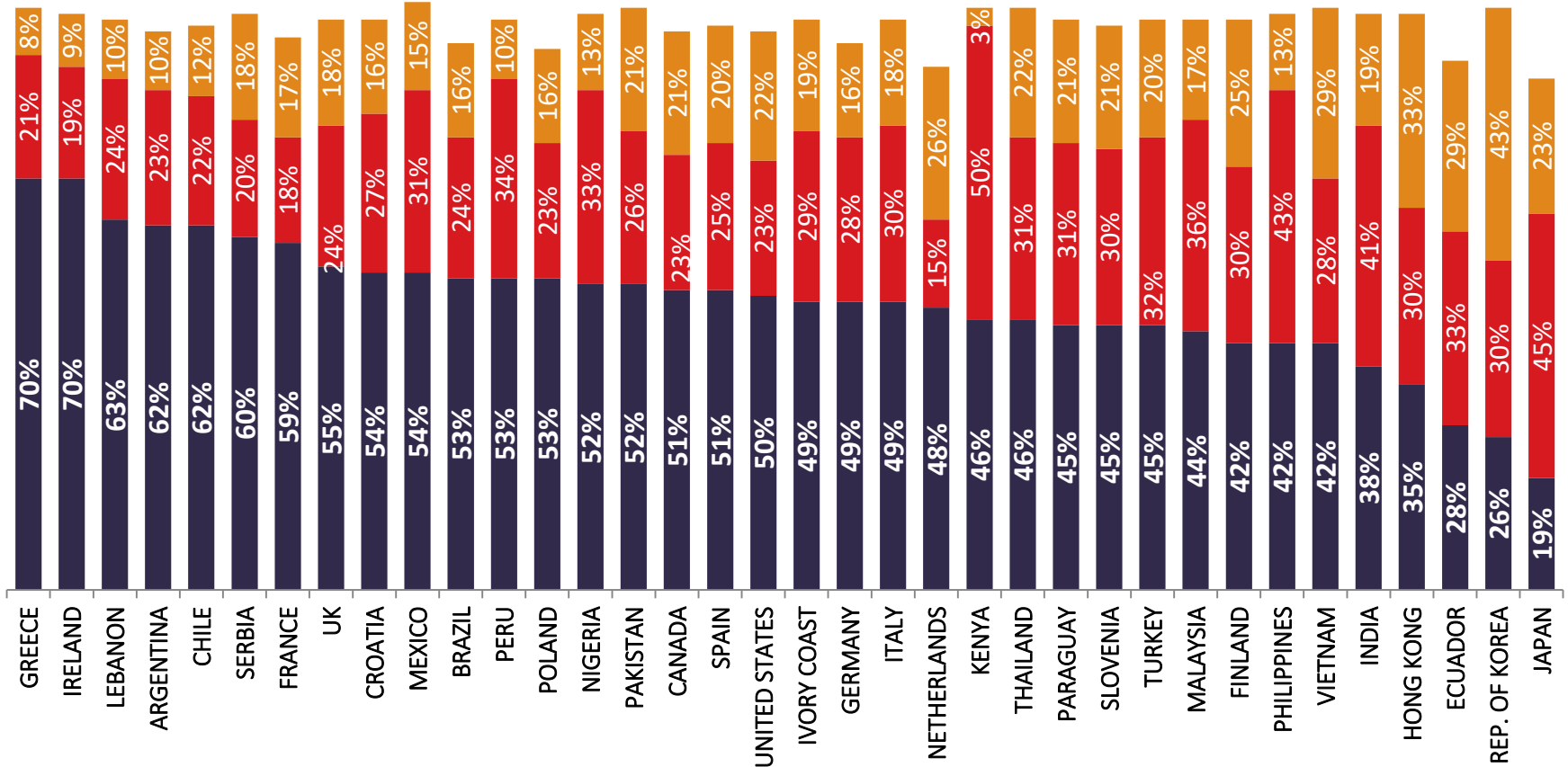
I have already reduced some expenses in the past months
 I am actively planning to reduce expenses in the next months
 I am NOT planning on making changes by now, in the next months



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 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

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	621	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	1000	NATIONAL
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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
NIGERIA	Market Trends International	CATI	1003	NATIONAL
PAKISTAN	Gallup Pakistan	CATI	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	CATI	501	NATIONAL
PERU	Datum Internacional	CAWI	1003	URBAN NATIONAL
PHILIPPINES	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1001	NATIONAL
POLAND	Mareco Polska	CAWI	509	NATIONAL
REPUBLIC OF KOREA	Gallup Korea	CAPI	1549	NATIONAL
SERBIA	Mediana Adria	CAWI	520	NATIONAL
SLOVENIA	Mediana	CAWI	501	NATIONAL
SPAIN	Instituto DYM	CAWI	1006	NATIONAL
THAILAND	Infosearch Limited	CAPI	500	NATIONAL
THE NETHERLANDS	Motivaction International B.V.	CAPI	1011	NATIONAL
TURKEY	Barem	CATI	708	NATIONAL
UNITED KINGDOM	ORB International	CAWI	1018	NATIONAL
USA	LEGER	CAWI	1000	NATIONAL
VIETNAM	Indochina Research	CAPI	800	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho