



가계 형편

WWS(WIN World Survey) 다국가 조사

현재 개인 재정 상황 | 최근 생활 형편

세계 조사 개요

2023년 12월~2024년 2월 39개국 성인 33,866명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2024년 1월 24~30일
- 표본추출: [사회연구패널*](#)에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,029명
- 표본오차: $\pm 3.1\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 33.4%(총 3,078명 중 1,029명)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 → [G20241127](#)

한국 응답자 특성표

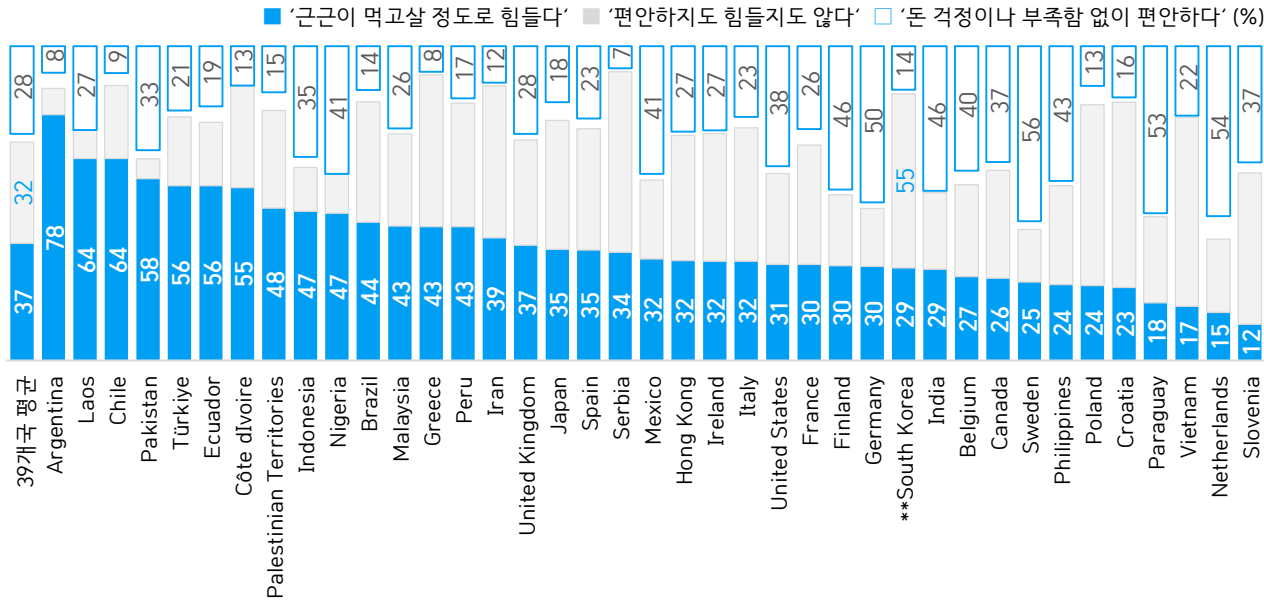
| 한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사 | 조사완료 | | 가중값 적용 | | 가중값 배율 (B/A) | 표본오차 95% 신뢰수준 |
|--|---------------|------|---------------|------|--------------------|---------------------|
| | 사례수 (명)(A) | 비율 | 사례수 (명)(B) | 비율 | | |
| 전체 | 1,029 | 100% | 1,029 | 100% | 1.00 | ±3.1%P |
| 성별 | | | | | | |
| 남성 | 490 | 48% | 518 | 50% | 1.06 | ±4.4%P |
| 여성 | 539 | 52% | 511 | 50% | 0.95 | ±4.2%P |
| 연령별 | | | | | | |
| 19~29세 | 156 | 15% | 162 | 16% | 1.04 | ±7.8%P |
| 30대 | 143 | 14% | 167 | 16% | 1.17 | ±8.2%P |
| 40대 | 185 | 18% | 196 | 19% | 1.06 | ±7.2%P |
| 50대 | 211 | 21% | 213 | 21% | 1.01 | ±6.7%P |
| 60~79세 | 334 | 32% | 290 | 28% | 0.87 | ±5.4%P |
| 지역별 | | | | | | |
| 서울 | 202 | 20% | 194 | 19% | 0.96 | ±6.9%P |
| 인천/경기 | 313 | 30% | 333 | 32% | 1.06 | ±5.5%P |
| 대전/세종/충청 | 121 | 12% | 109 | 11% | 0.90 | ±8.9%P |
| 광주/전라 | 104 | 10% | 98 | 9% | 0.94 | ±9.6%P |
| 대구/경북 | 96 | 9% | 98 | 10% | 1.02 | ±10.0%P |
| 부산/울산/경남 | 150 | 15% | 154 | 15% | 1.02 | ±8.0%P |
| 강원/제주 | 43 | 4% | 44 | 4% | 1.01 | ±14.9%P |

- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널참여성향가중x인구비례가중 적용(2023년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

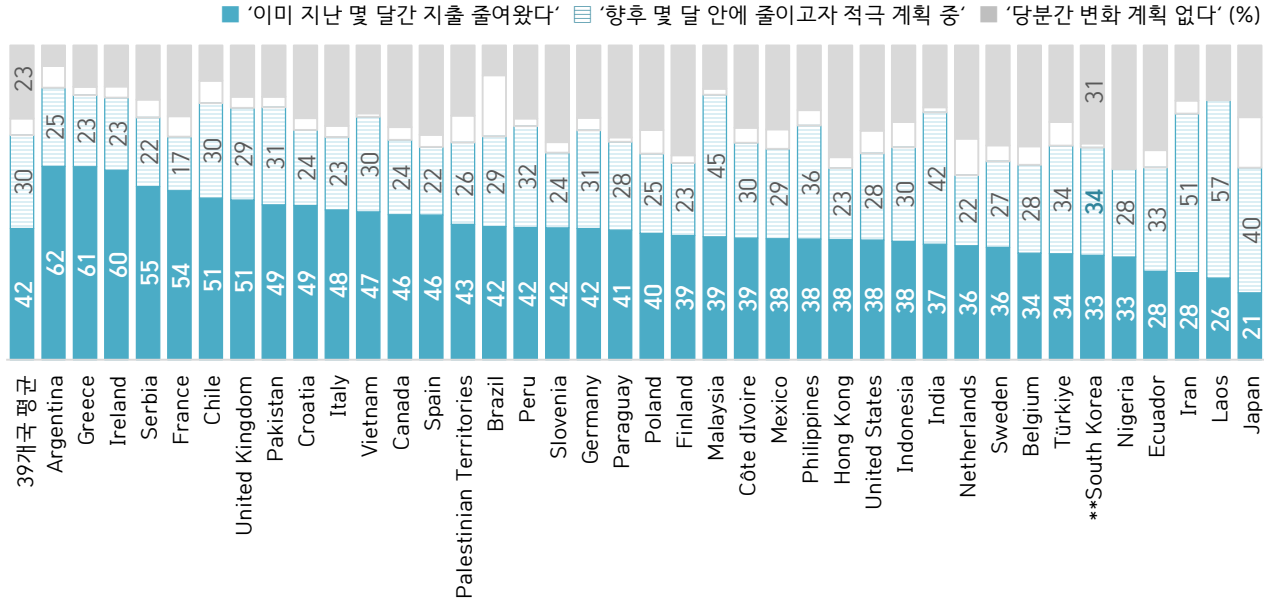
| 한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사 | 조사완료 사례수 (명) | 주민등록인구 기준 가중값 적용 결과 | | | | | |
|--|--------------------|---------------------|--------|-----|-----|-----|--------|
| | | 가중적용 사례수 | 연령 분포 | | | | |
| | | | 19~29세 | 30대 | 40대 | 50대 | 60~79세 |
| 전체 | 1,029 | 1,029 | 16% | 16% | 19% | 21% | 28% |
| 성별 | | | | | | | |
| 남성 | 490 | 518 | 16% | 17% | 19% | 21% | 27% |
| 여성 | 539 | 511 | 16% | 15% | 19% | 21% | 29% |
| 지역별 | | | | | | | |
| 서울 | 202 | 194 | 18% | 18% | 18% | 19% | 26% |
| 인천/경기 | 313 | 333 | 16% | 17% | 20% | 21% | 25% |
| 대전/세종/충청 | 121 | 109 | 16% | 16% | 19% | 21% | 28% |
| 광주/전라 | 104 | 98 | 16% | 13% | 18% | 22% | 32% |
| 대구/경북 | 96 | 98 | 15% | 14% | 18% | 22% | 32% |
| 부산/울산/경남 | 150 | 154 | 14% | 14% | 19% | 21% | 31% |
| 강원/제주 | 43 | 44 | - | - | - | - | - |
| 직업별 | | | | | | | |
| 농/임/어업 | 28 | 35 | - | - | - | - | - |
| 자영업 | 116 | 115 | | 12% | 22% | 26% | 40% |
| 기능노무/서비스 | 162 | 176 | 8% | 10% | 17% | 33% | 31% |
| 사무/관리 | 370 | 362 | 18% | 29% | 28% | 19% | 6% |
| 전업주부 | 147 | 136 | 1% | 4% | 17% | 22% | 55% |
| 학생 | 62 | 65 | 91% | 7% | 1% | | |
| 무직/은퇴/기타 | 144 | 139 | 14% | 13% | 8% | 10% | 55% |
| 주관적 | | | | | | | |
| 상/중상 | 209 | 195 | 19% | 17% | 21% | 21% | 22% |
| 생활 | | | | | | | |
| 중 | 442 | 430 | 17% | 18% | 19% | 17% | 30% |
| 수준별 | | | | | | | |
| 중하 | 312 | 325 | 13% | 14% | 20% | 26% | 27% |
| 하 | 60 | 72 | 11% | 19% | 15% | 18% | 37% |
| 교육 | | | | | | | |
| 고졸 이하 | 265 | 306 | 5% | 6% | 11% | 25% | 53% |
| 수준별 | | | | | | | |
| 대재 이상 | 760 | 718 | 20% | 21% | 23% | 19% | 18% |
| 성향별 | | | | | | | |
| 보수 | 316 | 320 | 10% | 15% | 15% | 19% | 41% |
| 중도 | 400 | 415 | 18% | 17% | 21% | 20% | 24% |
| 진보 | 299 | 272 | 17% | 16% | 21% | 26% | 20% |
| 혼인 | | | | | | | |
| 미혼/비혼 | 289 | 315 | 48% | 29% | 14% | 6% | 2% |
| 상태별 | | | | | | | |
| 기혼 | 642 | 610 | 1% | 12% | 23% | 27% | 36% |
| 이혼/별거/사별 | 96 | 102 | 2% | 4% | 9% | 24% | 60% |

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

● 현재 개인 재정 상황: 국가별



● 최근 생활 형편: 국가별



- 재정 상황 '근근이 먹고살 정도로 힘들다', 생활 형편 '지난 몇 달간 지출 줄여왔다' 내림차순. 2023년 12월~2024년 2월 WIN World Survey
 - 한국은 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● **가계 형편**: 국가별

| 2023년 12월 ~2024년 2월 WIN World Survey | 현재 개인 재정 상황 | | | | 최근 생활 형편 | | | |
|--|-------------|------------|------------|----------|------------|------------|------------|----------|
| | 편안 하다 | 힘들다 | 어느쪽 도아님 | 의견 유보 | 지출 줄였다 | 줄일 계획 | 변화 없다 | 의견 유보 |
| 39개국 평균 | 28% | 37% | 32% | 3% | 42% | 30% | 23% | 5% |
| Argentina | 8% | 78% | 8% | 5% | 62% | 25% | 7% | 7% |
| Belgium | 40% | 27% | 29% | 4% | 34% | 28% | 32% | 6% |
| Brazil | 14% | 44% | 38% | 4% | 42% | 29% | 10% | 19% |
| Canada | 37% | 26% | 34% | 3% | 46% | 24% | 26% | 4% |
| Côte d'Ivoire | 13% | 55% | 32% | 0% | 39% | 30% | 26% | 5% |
| Chile | 9% | 64% | 23% | 4% | 51% | 30% | 11% | 7% |
| Germany | 50% | 30% | 19% | 2% | 42% | 31% | 23% | 4% |
| Ecuador | 19% | 56% | 20% | 5% | 28% | 33% | 33% | 6% |
| Spain | 23% | 35% | 39% | 3% | 46% | 22% | 28% | 4% |
| Finland | 46% | 30% | 23% | 2% | 39% | 23% | 35% | 2% |
| France | 26% | 30% | 38% | 5% | 54% | 17% | 23% | 6% |
| United Kingdom | 28% | 37% | 33% | 2% | 51% | 29% | 16% | 4% |
| Greece | 8% | 43% | 48% | 1% | 61% | 23% | 13% | 3% |
| Hong Kong | 27% | 32% | 40% | 1% | 38% | 23% | 36% | 3% |
| Croatia | 16% | 23% | 59% | 2% | 49% | 24% | 23% | 4% |
| Indonesia | 35% | 47% | 14% | 3% | 38% | 30% | 24% | 8% |
| Ireland | 27% | 32% | 41% | 1% | 60% | 23% | 13% | 4% |
| India | 46% | 29% | 24% | 1% | 37% | 42% | 20% | 2% |
| Iran | 12% | 39% | 48% | 1% | 28% | 51% | 18% | 4% |
| Italy | 23% | 32% | 42% | 3% | 48% | 23% | 26% | 4% |
| Japan | 18% | 35% | 41% | 6% | 21% | 40% | 23% | 16% |
| South Korea | 14% | 29% | 55% | 1% | 33% | 34% | 31% | 1% |
| Laos | 27% | 64% | 9% | 0% | 26% | 57% | 17% | 0% |
| Mexico | 41% | 32% | 25% | 2% | 38% | 29% | 27% | 6% |
| Malaysia | 26% | 43% | 29% | 2% | 39% | 45% | 14% | 2% |
| Nigeria | 41% | 47% | 13% | 0% | 33% | 28% | 39% | 0% |
| Netherlands | 54% | 15% | 23% | 7% | 36% | 22% | 30% | 12% |
| Peru | 17% | 43% | 39% | 2% | 42% | 32% | 23% | 2% |
| Philippines | 43% | 24% | 31% | 2% | 38% | 36% | 21% | 5% |
| Pakistan | 33% | 58% | 6% | 3% | 49% | 31% | 16% | 3% |
| Poland | 13% | 24% | 58% | 6% | 40% | 25% | 27% | 8% |
| Palestinian Territories | 15% | 48% | 31% | 6% | 43% | 26% | 22% | 8% |
| Paraguay | 53% | 18% | 27% | 1% | 41% | 28% | 29% | 1% |
| Serbia | 7% | 34% | 57% | 1% | 55% | 22% | 17% | 6% |
| Sweden | 56% | 25% | 17% | 3% | 36% | 27% | 32% | 5% |
| Slovenia | 37% | 12% | 48% | 3% | 42% | 24% | 31% | 3% |
| Türkiye | 21% | 56% | 22% | 2% | 34% | 34% | 24% | 8% |
| United States | 38% | 31% | 29% | 2% | 38% | 28% | 27% | 7% |
| Vietnam | 22% | 17% | 60% | 1% | 47% | 30% | 22% | 1% |

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

- 생활 형편: '이미 몇 달간 지출 줄여왔다', '향후 줄이고자 적극 계획 중', '당분간 변화 계획 없다'

- 국가명 순. 2023년 12월~2024년 2월 39개국 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)

| 2024년 1월 24~30일 한국 만 19~79세 조사 | 사례수 (명) | 현재 개인 재정 상황 | | | |
|-----------------------------------|------------|-------------|-----|--------------|-------------|
| | | 편안하다 | 힘들다 | 어느 쪽도 아니다 | 모름/ 응답거절 |
| 전체 | 1,029 | 14% | 29% | 55% | 1% |
| 성별 남성 | 518 | 14% | 34% | 51% | 1% |
| 여성 | 511 | 14% | 25% | 60% | 1% |
| 연령별 19~29세 | 162 | 17% | 26% | 55% | 2% |
| 30대 | 167 | 16% | 37% | 46% | |
| 40대 | 196 | 10% | 27% | 61% | 2% |
| 50대 | 213 | 9% | 32% | 57% | 1% |
| 60~79세 | 290 | 17% | 27% | 56% | 1% |
| 직업별 농/임/어업 | 35 | - | - | - | - |
| 자영업 | 115 | 11% | 29% | 61% | |
| 기능노무/서비스 | 176 | 5% | 39% | 55% | 1% |
| 사무/관리 | 362 | 16% | 26% | 57% | 1% |
| 전업주부 | 136 | 18% | 23% | 57% | 2% |
| 학생 | 65 | 20% | 26% | 50% | 4% |
| 무직/은퇴/기타 | 139 | 16% | 36% | 46% | 2% |
| 주관적 생활 수준별 상/중상 | 195 | 39% | 12% | 47% | 1% |
| 중 | 430 | 14% | 16% | 68% | 2% |
| 중하 | 325 | 1% | 47% | 52% | 1% |
| 하 | 72 | | 76% | 22% | 2% |
| 월소득 수준별 300만 원 미만 | 289 | 5% | 48% | 46% | 2% |
| 300만 원대 | 162 | 10% | 32% | 58% | 0% |
| 400만 원대 | 103 | 7% | 32% | 61% | 1% |
| 500만 원대 | 132 | 13% | 24% | 63% | |
| 600만 원 이상 | 308 | 28% | 13% | 58% | 1% |
| 지역별 서울 | 194 | 19% | 28% | 51% | 1% |
| 인천/경기 | 333 | 13% | 30% | 56% | 1% |
| 대전/세종/충청 | 109 | 11% | 34% | 53% | 2% |
| 광주/전라 | 98 | 10% | 31% | 58% | 1% |
| 대구/경북 | 98 | 10% | 27% | 61% | 2% |
| 부산/울산/경남 | 154 | 17% | 27% | 55% | 1% |
| 강원/제주 | 44 | - | - | - | - |

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

질문) 요즘 귀하의 현 상황은 다음 중 어느 쪽에 가깝습니까?

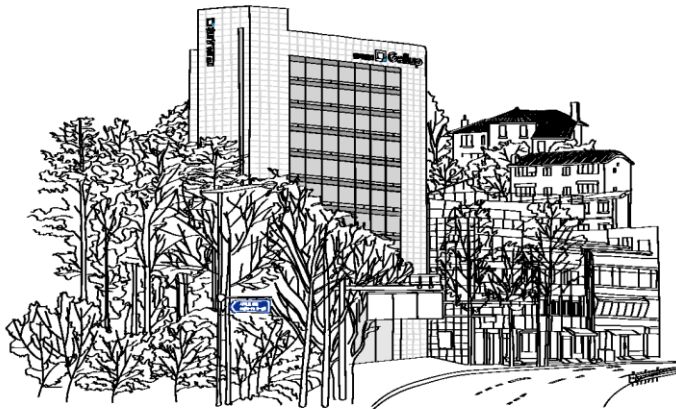
- 나는 이미 지난 몇 달간 지출을 줄여왔다
- / 향후 몇 달 안에 지출을 줄이고자 적극 계획 중이다
- / 지금도 앞으로도 당분간 변화 계획 없다 (항목 제시)

| 2024년 1월 24~30일 한국 만 19~79세 조사 | 사례수 (명) | 최근 생활 형편 | | | |
|-----------------------------------|------------|---------------|---------------|-------------|-------------|
| | | 이미 지출 줄여왔다 | 향후 줄일 계획이다 | 변화 계획 없다 | 모름/ 응답거절 |
| 전체 | 1,029 | 33% | 34% | 31% | 1% |
| 성별 남성 | 518 | 36% | 27% | 36% | 2% |
| 여성 | 511 | 31% | 42% | 27% | 1% |
| 연령별 19~29세 | 162 | 32% | 28% | 36% | 4% |
| 30대 | 167 | 28% | 39% | 34% | |
| 40대 | 196 | 36% | 36% | 27% | 1% |
| 50대 | 213 | 35% | 41% | 23% | 1% |
| 60대 이상 | 290 | 34% | 29% | 36% | 1% |
| 직업별 농/임/어업 | 35 | - | - | - | - |
| 자영업 | 115 | 39% | 30% | 27% | 3% |
| 기능노무/서비스 | 176 | 36% | 39% | 25% | |
| 사무/관리 | 362 | 28% | 36% | 35% | 1% |
| 전업주부 | 136 | 32% | 38% | 29% | 1% |
| 학생 | 65 | 35% | 16% | 43% | 6% |
| 무직/은퇴/기타 | 139 | 39% | 33% | 26% | 2% |
| 주관적 생활 수준별 상/중상 | 195 | 17% | 35% | 46% | 2% |
| 중 | 430 | 27% | 36% | 36% | 1% |
| 중하 | 325 | 44% | 35% | 20% | 1% |
| 하 | 72 | 66% | 24% | 10% | |
| 월소득 수준별 300만 원 미만 | 289 | 46% | 33% | 20% | 2% |
| 300만 원대 | 162 | 35% | 36% | 29% | |
| 400만 원대 | 103 | 36% | 36% | 27% | |
| 500만 원대 | 132 | 25% | 39% | 36% | |
| 600만 원 이상 | 308 | 23% | 34% | 42% | 1% |
| 지역별 서울 | 194 | 34% | 29% | 36% | 1% |
| 인천/경기 | 333 | 34% | 38% | 27% | 1% |
| 강원 | 109 | 31% | 37% | 31% | 1% |
| 대전/세종/충청 | 98 | 35% | 28% | 35% | 2% |
| 광주/전라 | 98 | 31% | 32% | 37% | |
| 대구/경북 | 154 | 36% | 34% | 29% | 1% |
| 부산/울산/경남 | 44 | - | - | - | - |

- 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.

—
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모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

·
기사, 논문, SNS 공유 등 재판매 이외 용도로는
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·
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.

Cost of living crisis rises impacts ability to live comfortably

WIN International, the world's leading association in market research and polling has published the Annual WIN World Survey - WWS 2024 - exploring the views and beliefs expressed in 33,866 surveys worldwide in 39 countries across the globe. WIN has released the latest results of the survey to uncover the findings, any improvements, or developments, made globally giving a nuanced picture of global financial comfort amidst the backdrop of rising living costs

Living comfortably in the current financial situation

Despite the escalating cost of living, there has been a 3% increase globally in the percentage of individuals reporting that they are "living comfortably" compared to last year. Sweden is first, with 56% of respondents affirming their financial comfort.

Education emerges as a significant determinant: 54% of those with no education or only primary school education report struggling financially, whereas individuals with a Master or PhD level of education cite financial struggle at a significantly lower rate of 26%.

Regional disparities are also evident, with Europeans and individuals from the Asia-pacific region being more inclined to report "living comfortably" at 32% and 29% compared to counterparts in the Middle East (15%), the Americas (23%), and Africa (25%).

Reducing expenses to fight the cost of living

In an effort to improve their financial circumstances, many individuals have recently implemented cost-cutting measures, with a global average of 42% indicating they have trimmed expenses in the past month. Additionally, 30% express intentions to actively reduce expenses in the coming months in response to the escalating cost of living.

A positive correlation between age and expense reduction emerges, with younger individuals aged 18-24 showing less inclination to cut expenses (37%), while older generations aged 65 and above are active in expense reduction (42%). Regarding gender dynamics, men exhibit lower propensity to reduce expenses, with 26% indicating no plans for financial changes and a smaller percentage already having implemented changes (40%) compared to women (44%).

Education and employment status also influence individuals' propensity for spending adjustments. Those with higher levels of education, such as Masters or PhD holders, are most likely to perceive no need for alterations in their spending habits (32%), as are retired or disabled individuals (31%).

Vilma Scarpino, President of WIN International Association, says:

"In the face of rising costs, there's a glimmer of financial comfort globally. Age, gender, education, and employment status all shape spending behaviors, emphasizing the need for tailored strategies to navigate financial challenges. At WIN we're monitoring the shifts of financial comfort around the world, hoping to encourage change and support for those who need it the most."

-ENDS-

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E-mail: coordinator@winmr.com



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WWS 2024



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CURRENT FINANCIAL SITUATION



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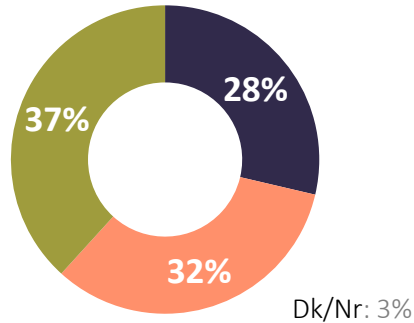
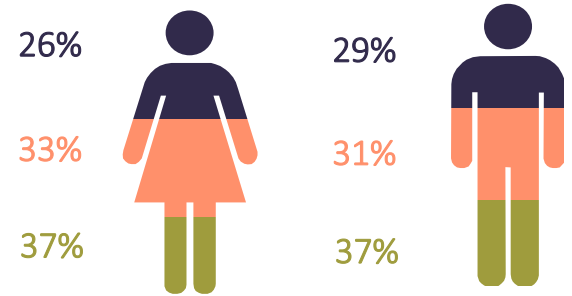
COST OF LIVING

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

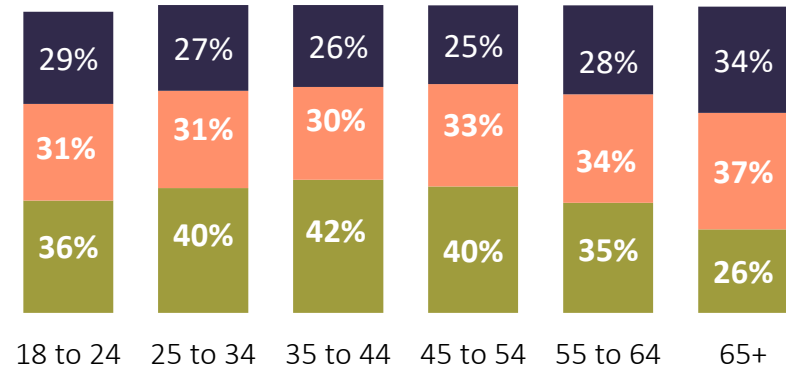
% within total population

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

By gender



By age group



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

COST OF LIVING

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

% within total population



By education level

No education / Only basic education



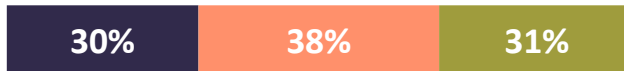
Completed Primary



Completed Secondary School



Completed High level education (University)

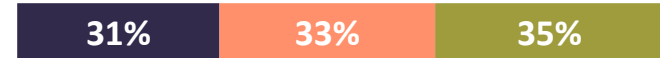


Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



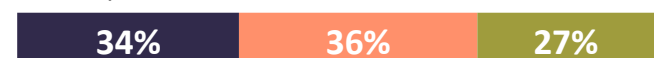
Student



Housewife



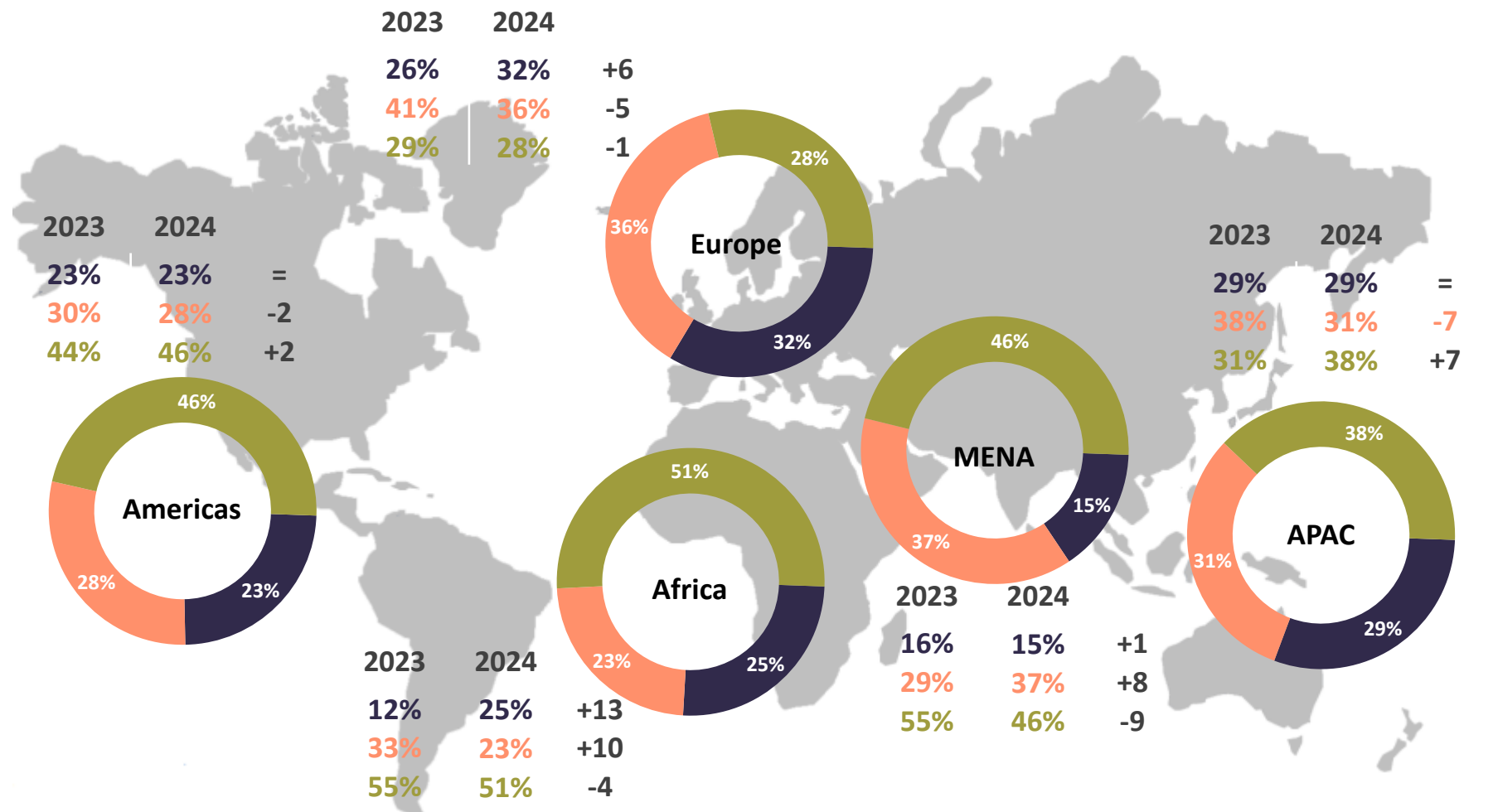
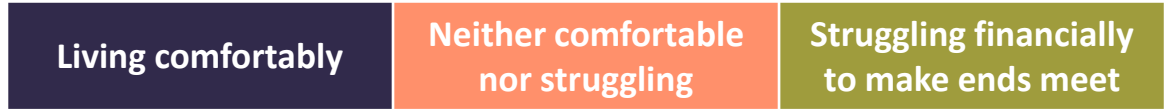
Retired/Disabled



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

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

% within total population

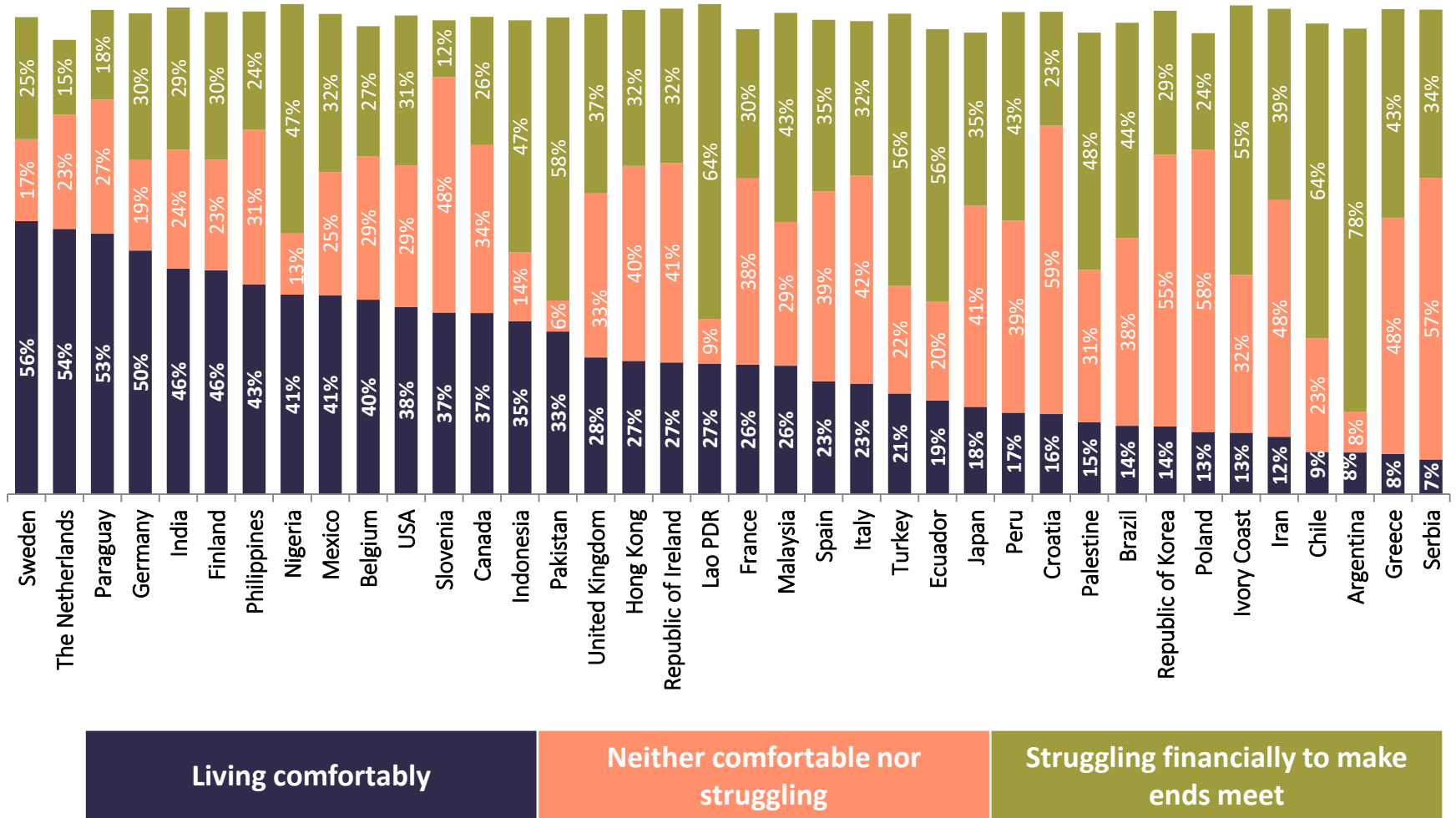


Source: WIN 2024. Base: 33866. The percentages corresponding to the option "Dk/Nr" have not been included

COST OF LIVING

Which of the following best describes your current financial situation?

% within total population





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STATEMENTS THAT DESCRIBE THE SITUATION



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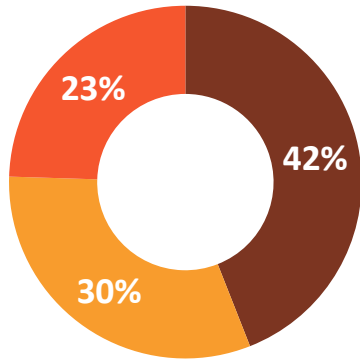
COST OF LIVING

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

% within total population

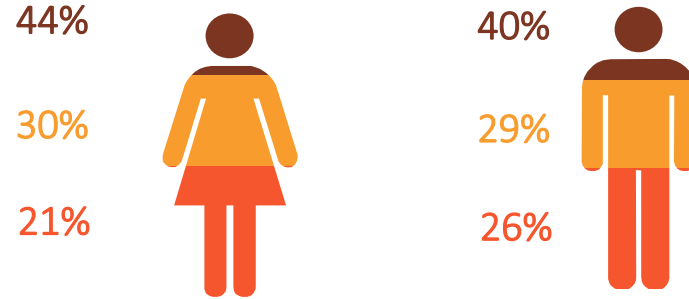
Global Average

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

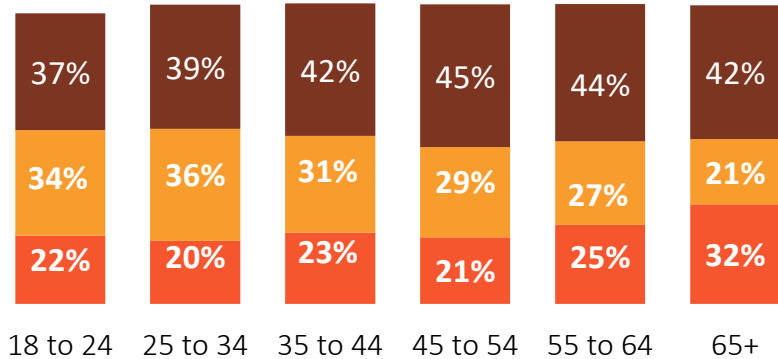


Dk/Nr: 3%

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

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

No education / Only basic education



Completed Primary



Completed Secondary School



Completed High level education (University)



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



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

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

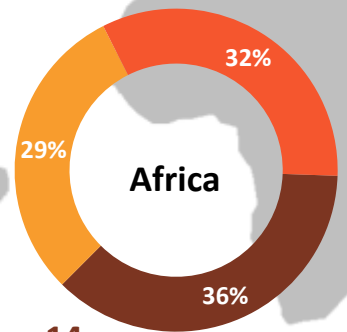
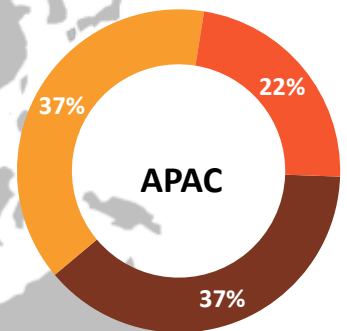
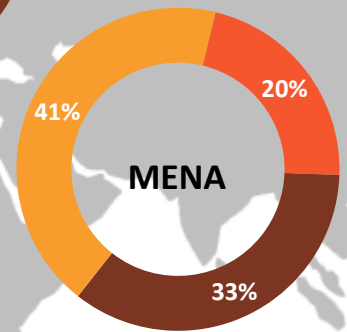
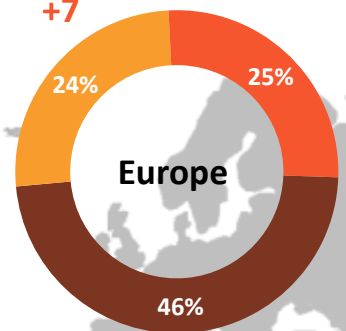
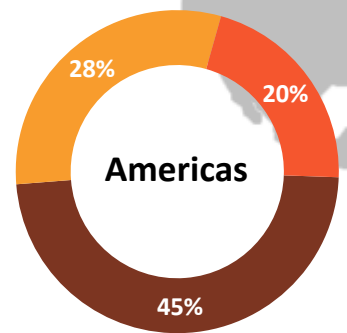
As a result of the rising cost of living, which of the following statements best describes your situation? % within total population

| | | |
|---|--|--|
| 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 by now, in the next months |
|---|--|--|

| 2023* | 2024 | |
|-------|------|----|
| 54% | 46% | -8 |
| 24% | 24% | = |
| 18% | 25% | +7 |

| 2023* | 2024 | |
|-------|------|----|
| 52% | 45% | -7 |
| 27% | 28% | +1 |
| 17% | 20% | +3 |

| 2023* | 2024 | |
|-------|------|----|
| 36% | 37% | +1 |
| 35% | 37% | +2 |
| 25% | 22% | -3 |



| 2023* | 2024 | |
|-------|------|-----|
| 50% | 36% | -14 |
| 36% | 29% | -7 |
| 12% | 32% | +20 |

| 2023* | 2024 | |
|-------|------|-----|
| 53% | 33% | -20 |
| 29% | 41% | +12 |
| 16% | 20% | +4 |

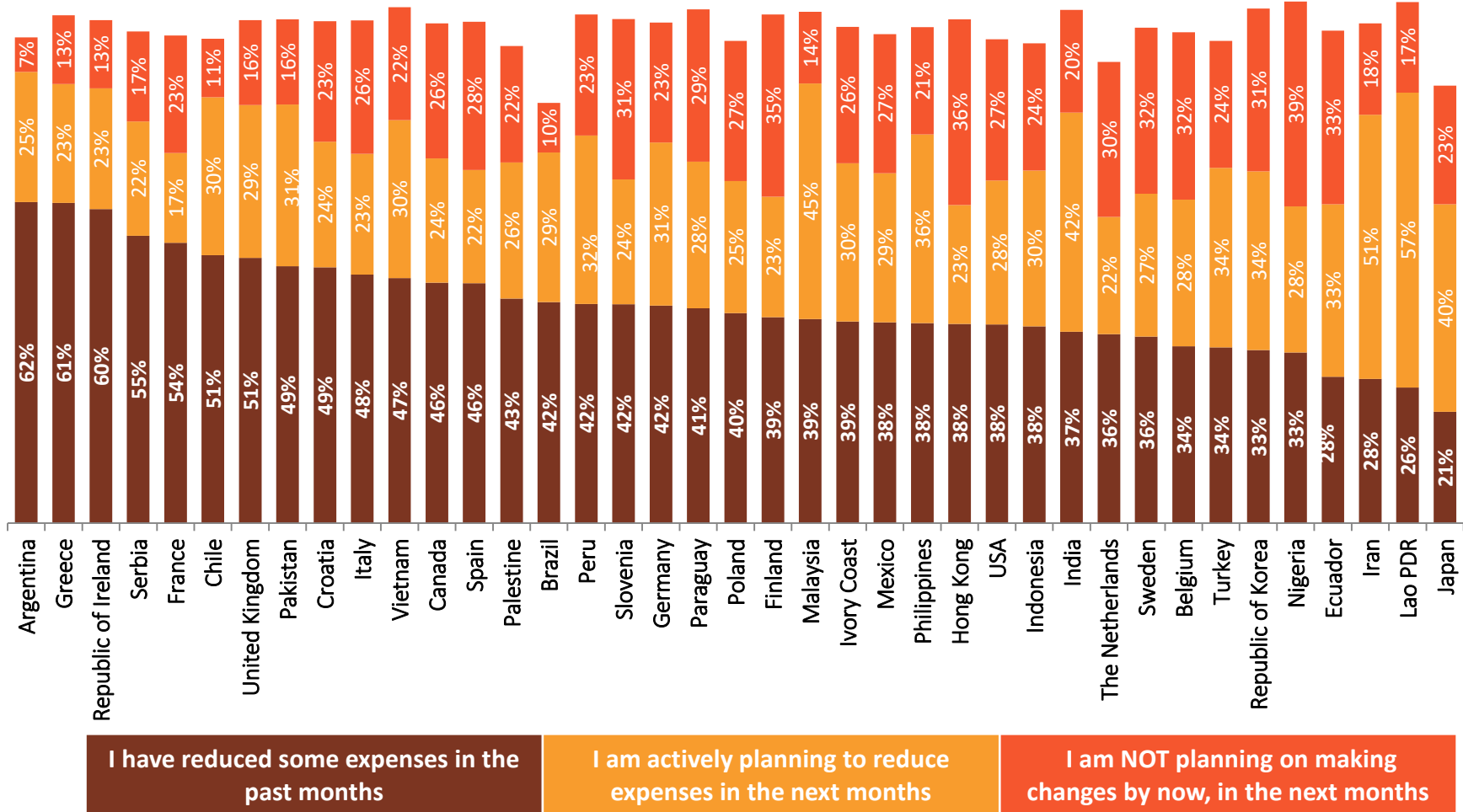
*Which of the following statements best describe your situation?

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

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

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 |

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 |

Methodology Sheet

| | 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 |
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| 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 | Cote d'Ivoire | 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 |
| 21 | Malaysia | Central Force International | Online | 1000 | NATIONAL | 7-13 December 2023 |

| | | | | | | |
|----|--------------------------|--|----------|------|--|---------------------------|
| 22 | Mexico | Brand Investigation S.A.de C.V | Online | 535 | 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 | 1200 | 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 |
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| 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 | Türkiye | Barem | CATI | 523 | NATIONAL | 26-30 January 2024 |
| 37 | United Kingdom | ORB International | CAWI | | NATIONAL | |
| 38 | USA | LEGER | CAWI | 1000 | 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 |