



Mental Health Day

Worldviews Survey 2025

MOST FREQUENT NEGATIVE EMOTIONAL STATES RELATED TO MENTAL HEALTH





Most frequent negative emotional states related to mental health

% within total population

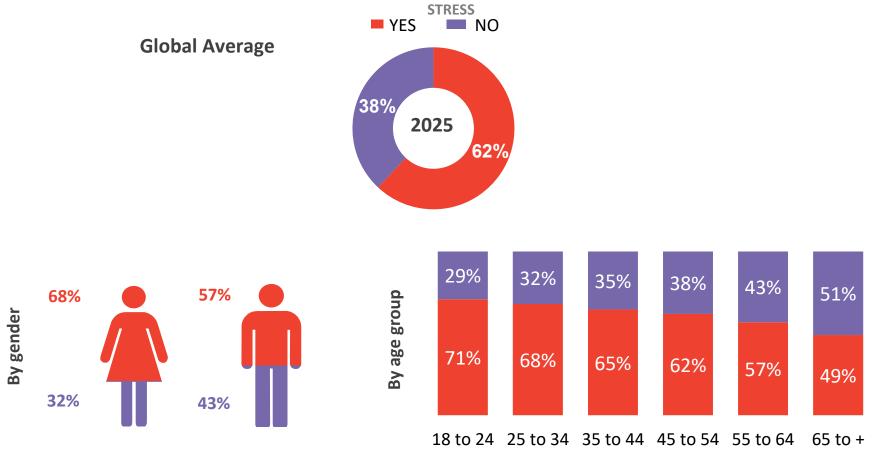
Global Average	A lot/ very often + Moderately/ fairly often		
Tired/ lacking energy	37%		
Worried	33%		
Suffer from stress	32%		
Had trouble sleeping	28%		
Overwhelmed	24%		
Irritable, moody	23%		
Sad, empty, depressed	22%		
Lonely	20%		



Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL <u>AT LEAST ONE</u> OF THE FOLLOWING STATES <u>OFTEN</u> (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)? WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY,



Source: WIN 2025. Base: 35515 cases.



Q4 - Do you feel at least one of the following states often (a lot/very often + moderately/fairly often)? Worried, Tired/ lacking energy, Had trouble sleeping, Overwhelmed, Sad, Empty, Depressed, Irritable, Moody, Lonely / Stress (Q2_04 - How often would you say that you: Suffer from stress)

Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL <u>AT LEAST ONE</u> OF THE FOLLOWING STATES <u>OFTEN</u> (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)? WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY, STRESS

■ YES ■ NO



By education level

No education / Only basic education				
76%	24%			
Completed Primary				
67%	33%			
Completed Secondary School				
61%	39%			
Completed University				
61%	39%			
Completed Higher level of education (Masters, PHD, etc.)				
63%	37%			



60%	nployed) 40%		
Working Part-time			
67%	33%		
Unemployed			
73% 27%			
Student			
69%	31%		
Housewife			
69% 31%			
Retired/Disabled			
52%	48%		



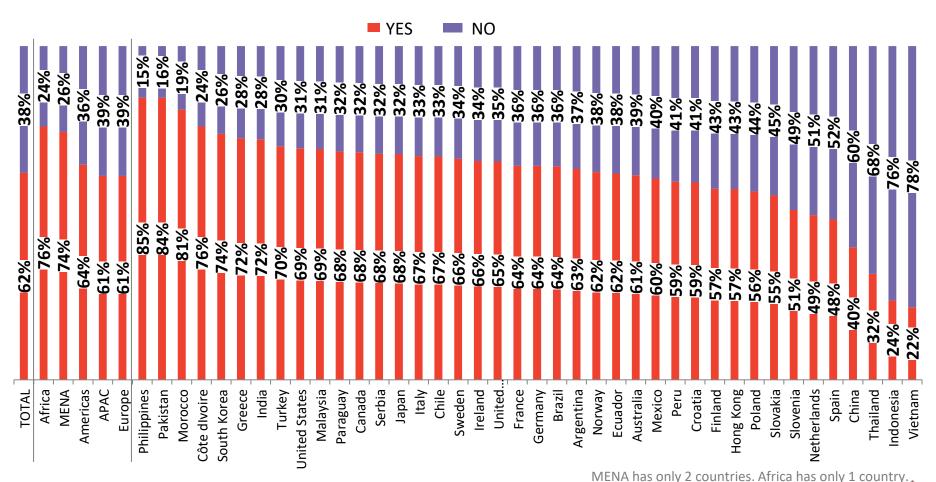


Q4 - Do you feel at least one of the following states often (a lot/very often + moderately/fairly often)? Worried, Tired/ lacking energy, Had trouble sleeping, Overwhelmed, Sad, Empty, Depressed, Irritable, Moody, Lonely / Stress (Q2_04 - How often would you say that you: Suffer from stress)

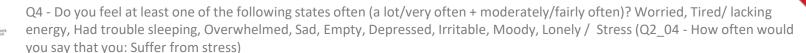
Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL <u>AT LEAST ONE</u> OF THE FOLLOWING STATES <u>OFTEN</u> (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)?
WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY,
STRESS



Source: WIN 2025. Base: 35515 cases.



WIN Strictwise

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MENTAL HEALTH-RELATED HABITS

- Suffer from stress -

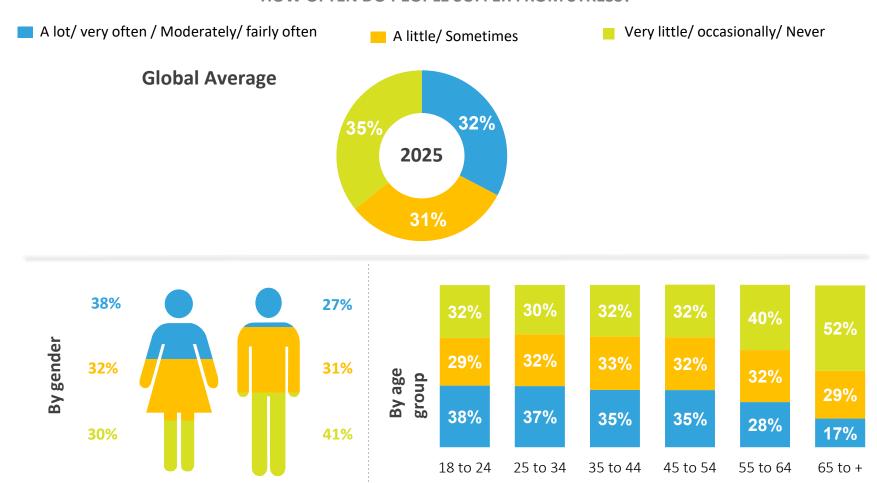




Suffer from stress

% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?





Suffer from stress

% within total population

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education

37% 22% 39%

Completed Primary

32% 29% 39%

Completed Secondary School

31% 30% 38%

Completed University

33% 34% 32%

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

34% 33% 32%



By employment

Working full (include self-employed)

33% 33% 34%

Working Part-time

33% 34% 33%

Unemployed

42% 27% 30%

Student

40% 30% 28%

Housewife

28% 36%

Retired/Disabled

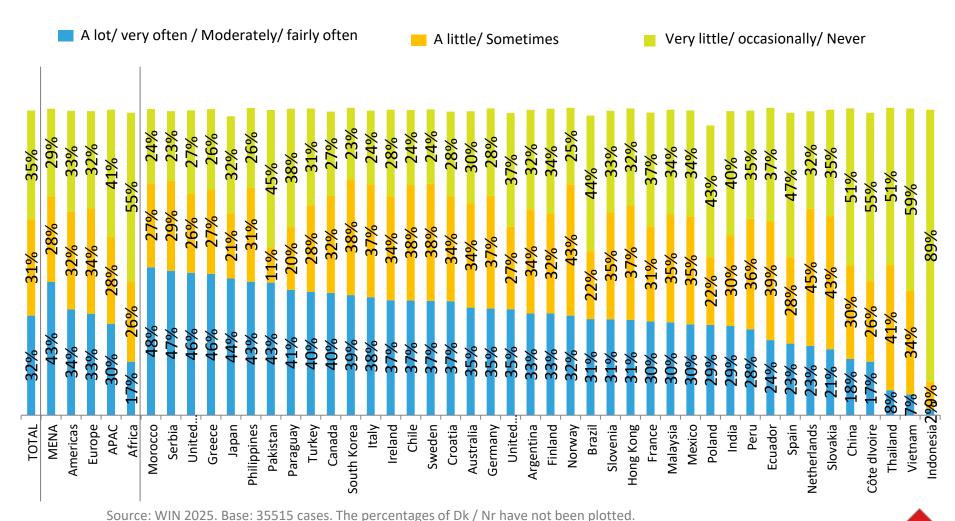
21% 28% 49%



Suffer from stress

% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?





MENTAL HEALTH-RELATED STATES

- Worried-

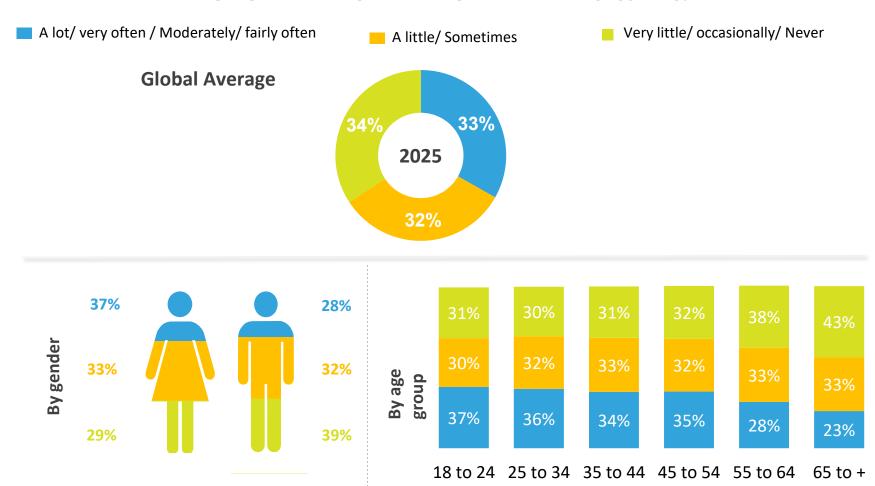




Worried

% within total population

HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?





Worried

% within total population

HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education

42% 26% 31%

Completed Primary

38% 31% 30%

Completed Secondary School

32% 32% 34%

Completed University

32% 33% 34%

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

31% 32% 36%



By employment

Working full (include self-employed)

31% 33% 35%

Working Part-time

36% 33% 30%

Unemployed

44% 29% 25%

Student

36% 33% 29%

Housewife

40% 30% 30%

Retired/Disabled

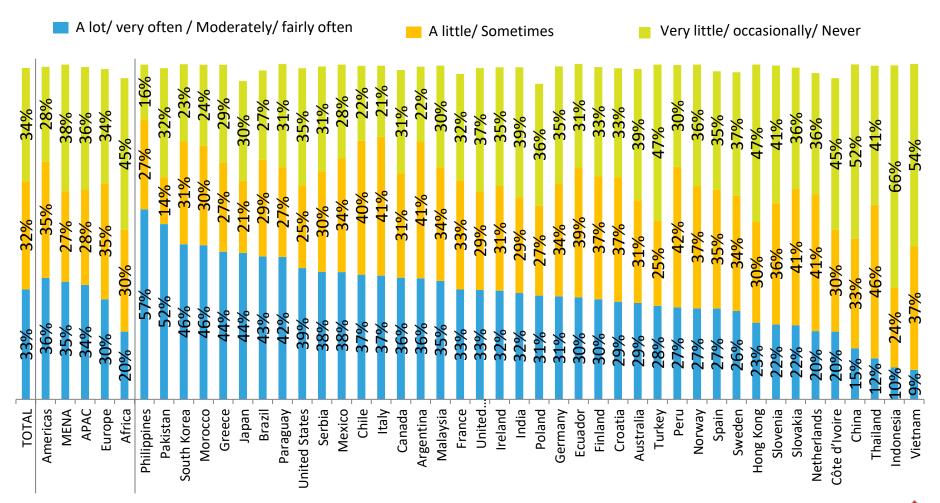
25% 33% 42%



Worried

% within total population

HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?

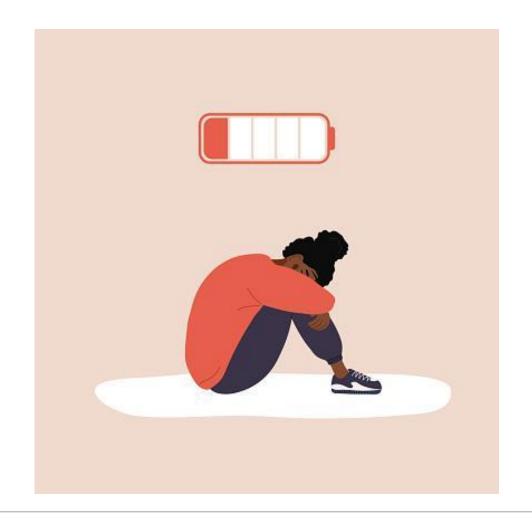


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Tired/lacking energy -

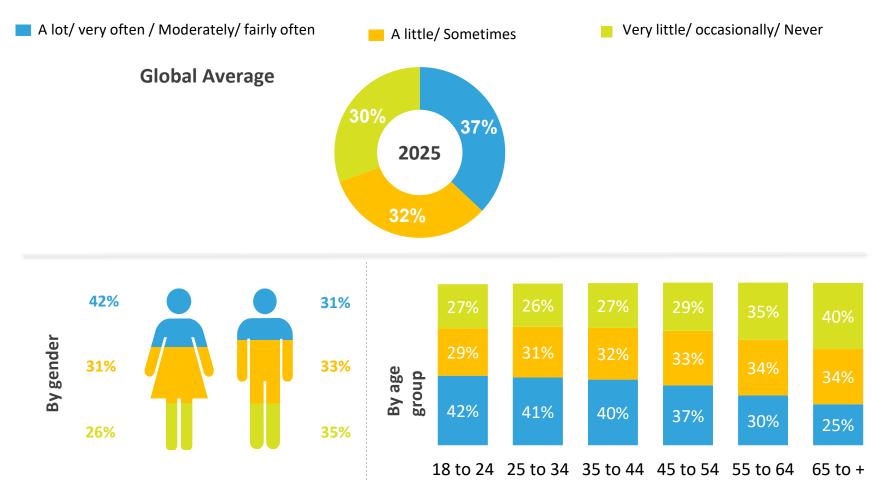




Tired/lacking energy

% within total population

HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?





Tired/ lacking energy

% within total population

HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic ed	lucation	
51%	24%	23%

Completed Primary		
41%	32%	26%

Completed Secondary School				
36%	32%	31%		

Completed Universit	У	
35%	33%	31%

Completed Higher level of education (Masters, PHD, etc.)				
35%	32%	32%		



By employment

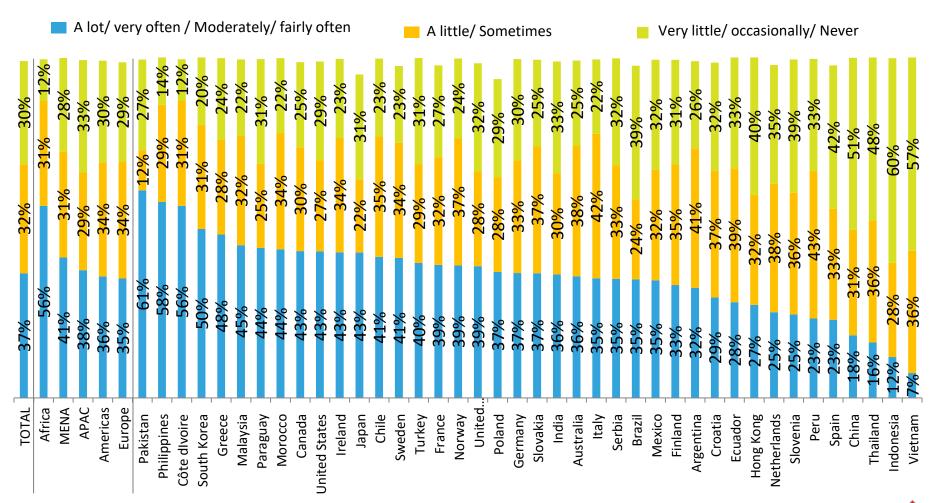
Working full (include self-employed)				
35%	33%	31%		
Working Part-time				
39%	32%	28%		
Unemployed				
45%	30%	23%		
Student				
41%	30%	27%		
Housewife				
43%	29%	28%		
Retired/Disabled				
29%	32%	38%		



Tired/lacking energy

% within total population

HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?

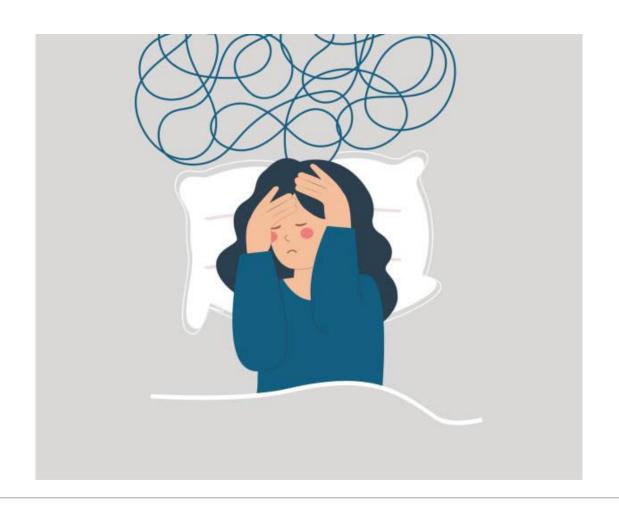


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Had trouble sleeping -

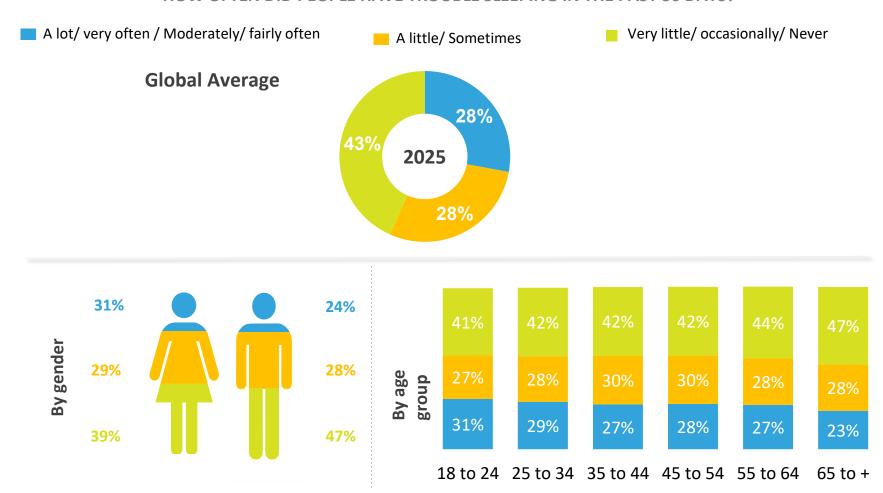




Had trouble sleeping

% within total population

HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?





Had trouble sleeping

% within total population

HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education						
41%	20%	37%				
Completed Prin	nary					
31%	31% 28% 40%					
Completed Sec	ondary School					
28%	29%	42%				
Completed University						
25%	29%	45%				
Completed Higher level of education (Masters, PHD, etc.)						
26%	29%	44%				



By employment

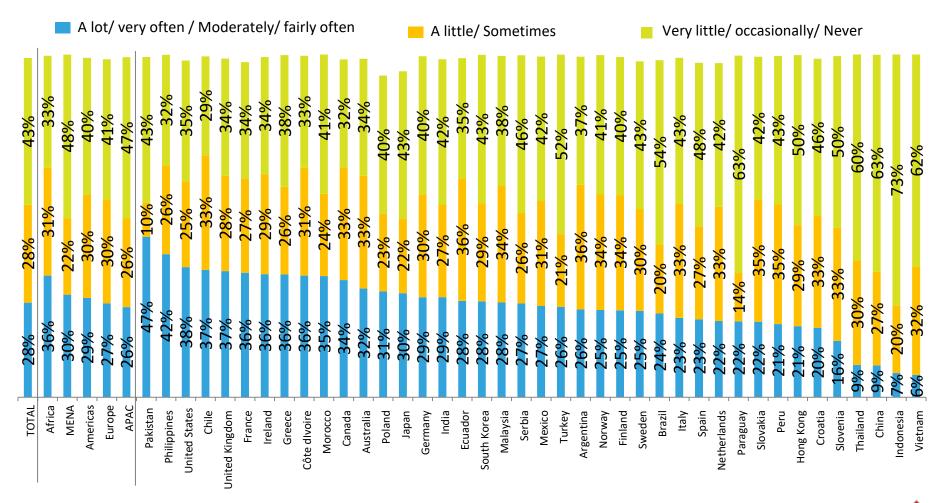
Working full (include self-employed)				
25%	29% 45%			
Working Part-tin	ne			
30%	31%	38%		
Unemployed				
38%	26%	34%		
Student				
28%	29%	42%		
Housewife				
32%	27%	41%		
Retired/Disabled				
rectifica / Disabled	·			



Had trouble sleeping

% within total population

HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?

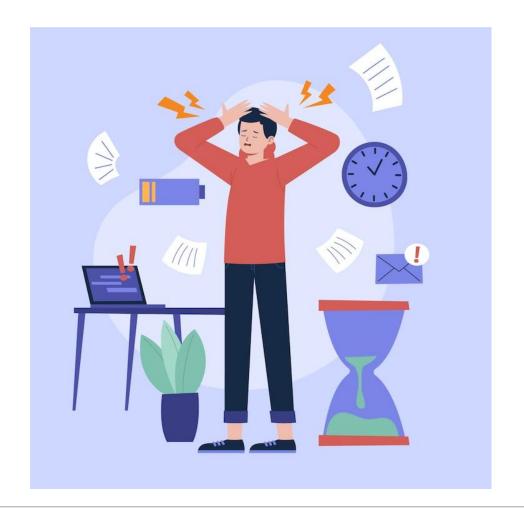


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Overwhelmed -

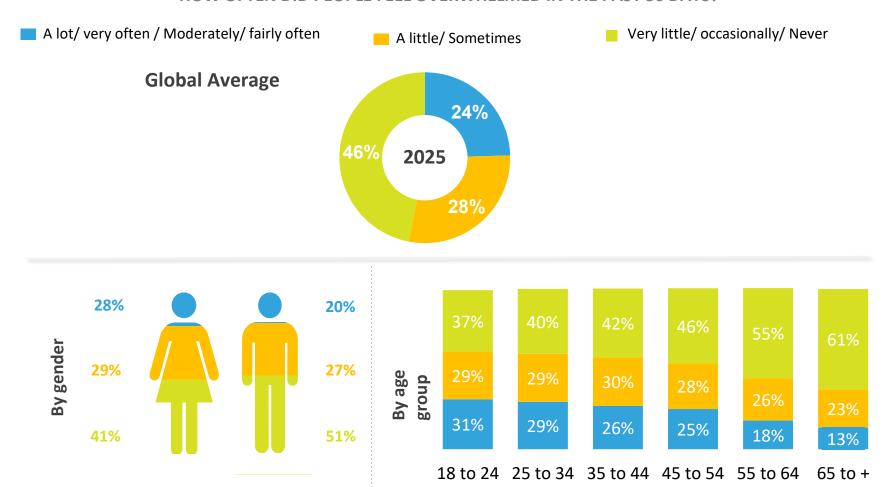




Overwhelmed

% within total population

HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?





Overwhelmed

% within total population

HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education

17% 42%

Completed Primary

26% 28% 44%

Completed Secondary School

23% 28% 46%

Completed University

23% 29% 47%

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

26% 27% 45%



By employment

Working full (include self-employed)

23% 29% 46%

Working Part-time

25% 28% 44%

Unemployed

34% 29% 34%

Student

29% 30% 37%

Housewife

28% 26% 44%

Retired/Disabled

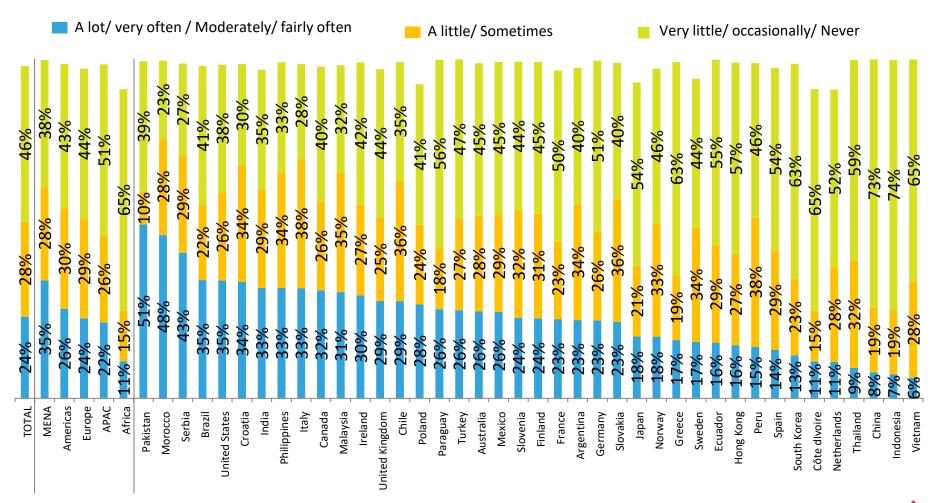
16% 24% 59%



Overwhelmed

% within total population

HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?

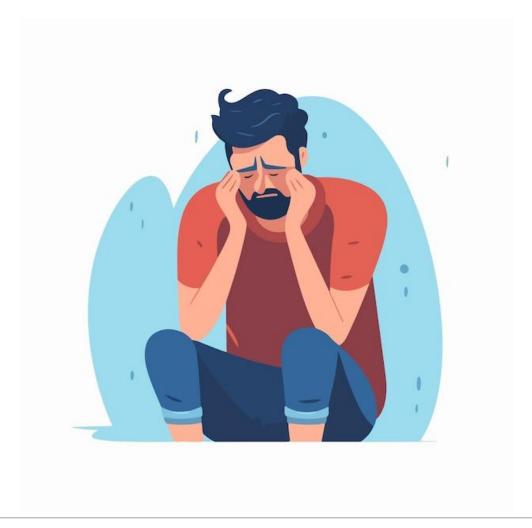


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Sad, empty, depressed -

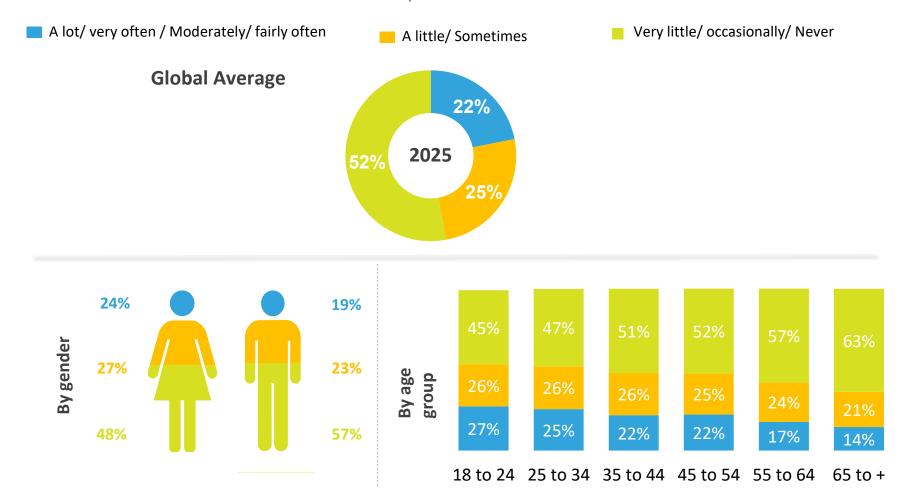




Sad, empty, depressed

% within total population

HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?





Sad, empty, depressed

% within total population

HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?

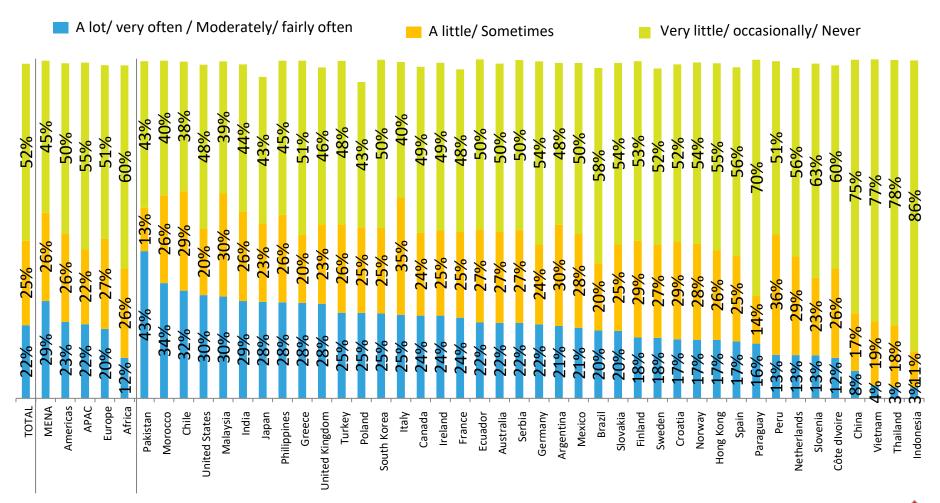
A lot/ very often / Moderately/ fairly often A little/ Sometimes Very little/ occasionally/ Never By education level By employment No education / Only basic education Working full (include self-employed) 19% 55% 25% 31% 44% 23% **Working Part-time Completed Primary** 23% 26% 49% 25% 25% 49% Unemployed 35% 25% 38% **Completed Secondary School** 22% 25% 52% Student 27% 46% 25% **Completed University** Housewife 20% 25% 54% 24% 26% 49% Completed Higher level of education (Masters, PHD, etc.) Retired/Disabled 21% 24% 53% 17% 23% 58%



Sad, empty, depressed

% within total population

HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?

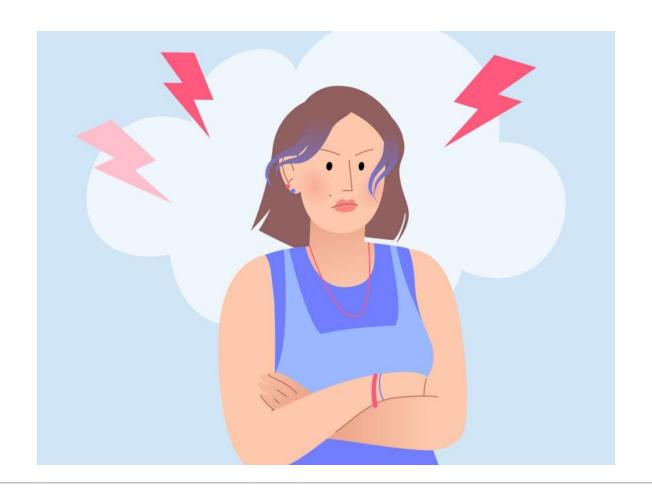


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Irritable, moody -

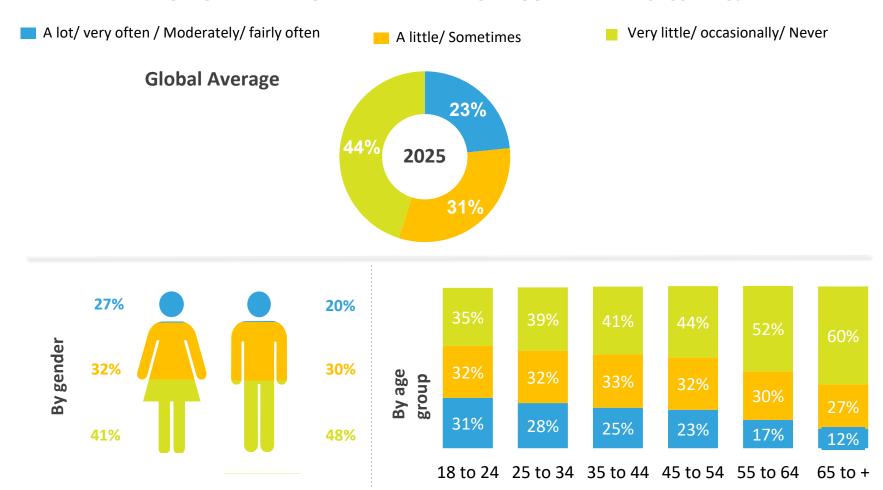




Irritable, moody

% within total population

HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?





Irritable, moody

% within total population

HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?

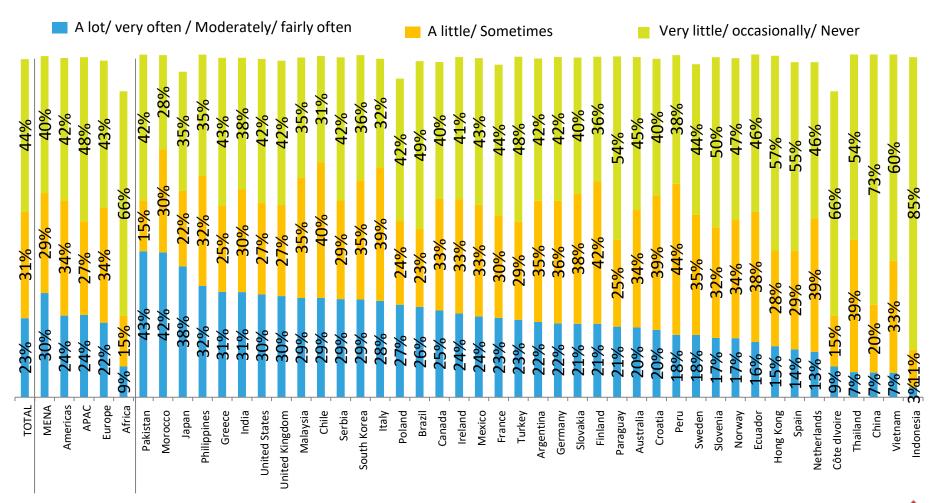
A lot/ very ofte	n / Moderately	/ fairly often	A little/ Sometimes	_ Ve	ery little/ o	ccasionally/ Never
By ed	ducation lev	/el		By employ	ment	
No education /	Only basic educ	cation	Working f	ull (include sel	f-employe	d)
33%	21%	43%	22%	32%		45%
Completed Prin	· ·		Working P 24%	art-time	%	42%
26%	29%	45%	Unemploy	ed		
Completed Sec	ondary School		34	%	29%	34%
23%	31%	44%	Student			
Completed Univ	versity		27%	33	3%	37%
21%	33%	45%	Housewife			
		.: /8.4	28%	29	%	42%
		cation (Masters, PHI	Retired/Di	sabled		
24%	30%	45%	15%	27%		57%



Irritable, moody

% within total population

HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



MENTAL HEALTH-RELATED STATES

- Lonely -

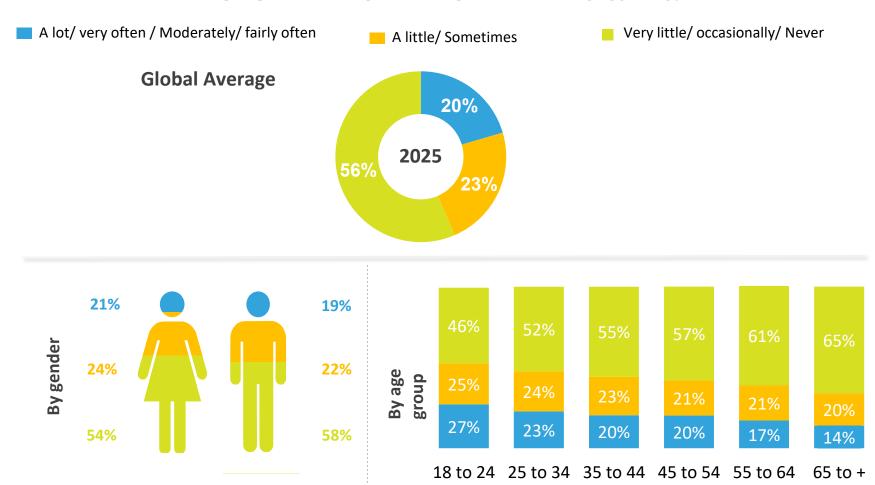




Lonely

% within total population

HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?





Lonely

% within total population

HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often A little/ Sometimes Very little/ occasionally/ Never By education level By employment No education / Only basic education Working full (include self-employed) 18% 23% 31% 20% 46% **Working Part-time Completed Primary** 22% 23% 25% 23% 51% Unemployed 32% 25% **Completed Secondary School** 20% 22% 56% Student 26% 24% **Completed University**

Housewife

17%

22%

Retired/Disabled

23%

62%

20%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

57%

57%

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



18%

20%

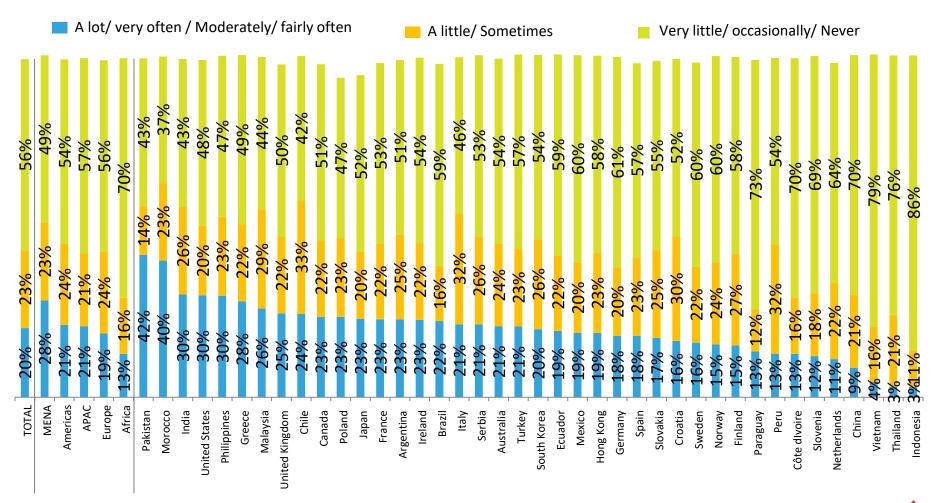
23%

22%

Lonely

% within total population

HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?

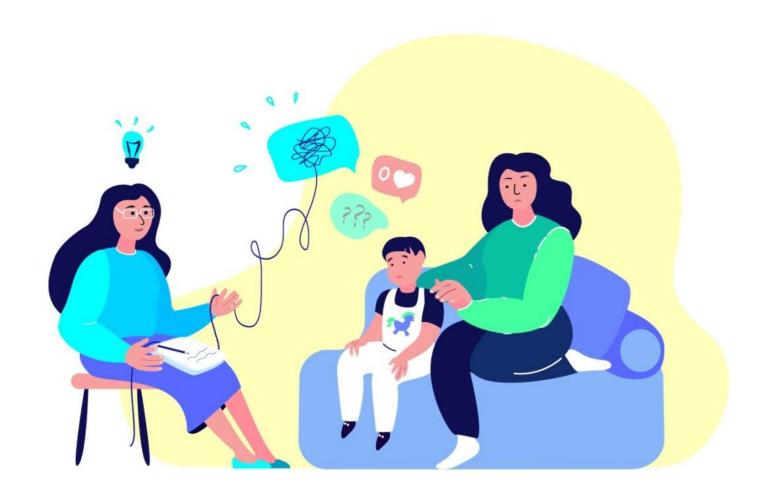


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MENTAL HEALTH-RELATED STATES

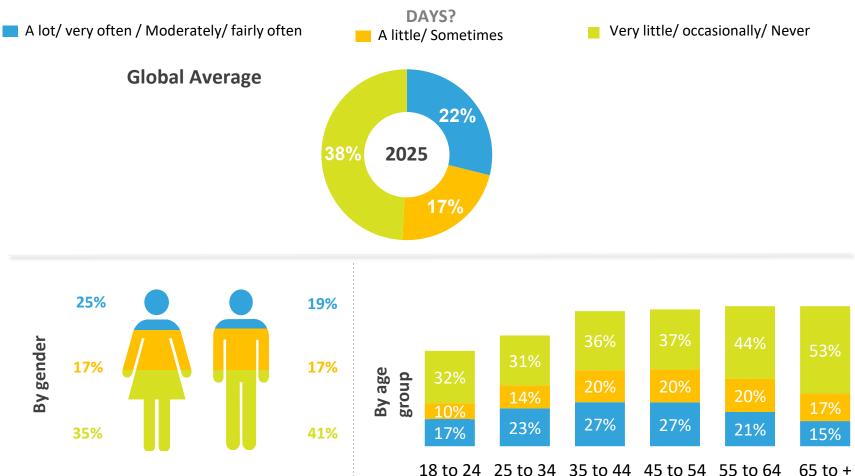
- Concern about your children's mental health-





% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30





% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education

44% 14% 33%

Completed Primary

30% 16% 39%

Completed Secondary School

21% 17% 39%

Completed University

20% 18% 36%

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

22% 16% 38%



By employment

Working full (include self-employed)

22% 19% 37%

Working Part-time

24% 16% 35%

Unemployed

21% 13% 34%

Student

10%8% 32%

Housewife

39% 19% 36%

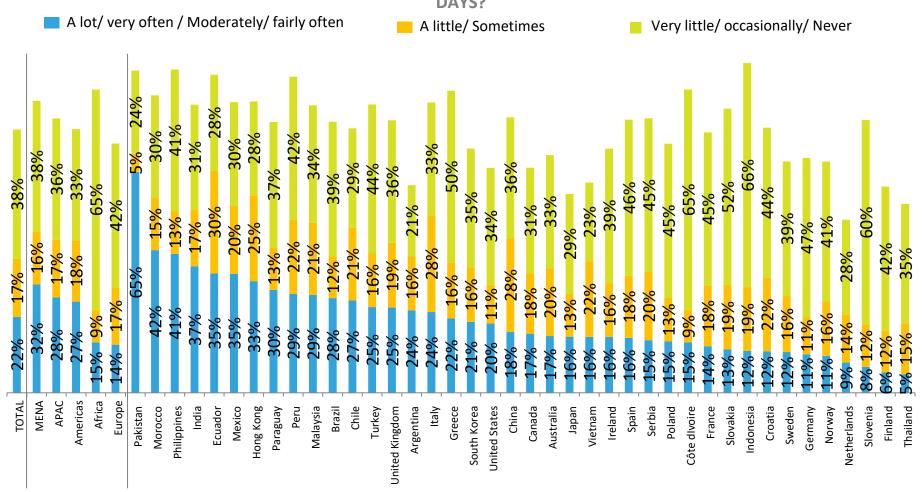
Retired/Disabled

15% 17% 50%



% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

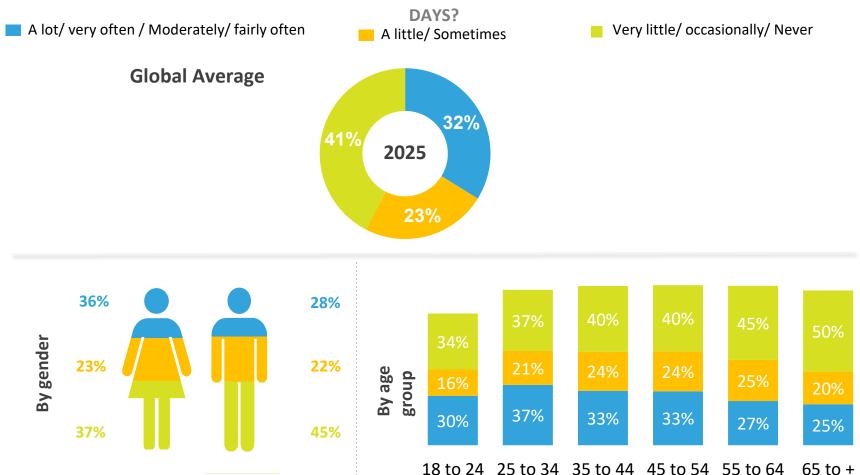


MENA has only 2 countries. Africa has only 1 country



% within those who have children

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30





% within those who have children

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education / Only basic education

53% 16% 29%

Completed Primary

41% 19% 37%

Completed Secondary School

31% 22% 42%

Completed University

29% 26% 41%

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

31% 22% 44%



By employment

Working full (include self-employed)

30% 25% 42%

Working Part-time

35% 21% 38%

Unemployed

38% 17% 36%

Student

15% 13% 39%

Housewife

42% 20% 36%

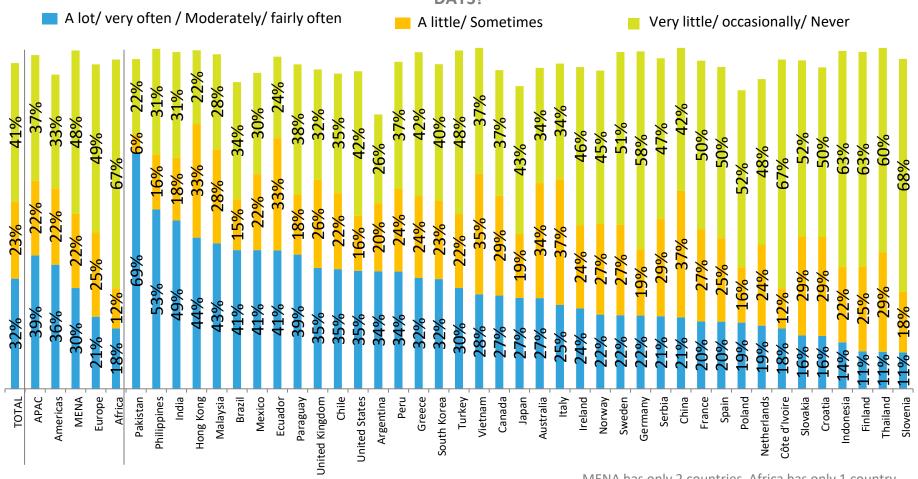
Retired/Disabled

25% 23% 47%



% within those who have children

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?



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



MENTAL HEALTH-RELATED STATES

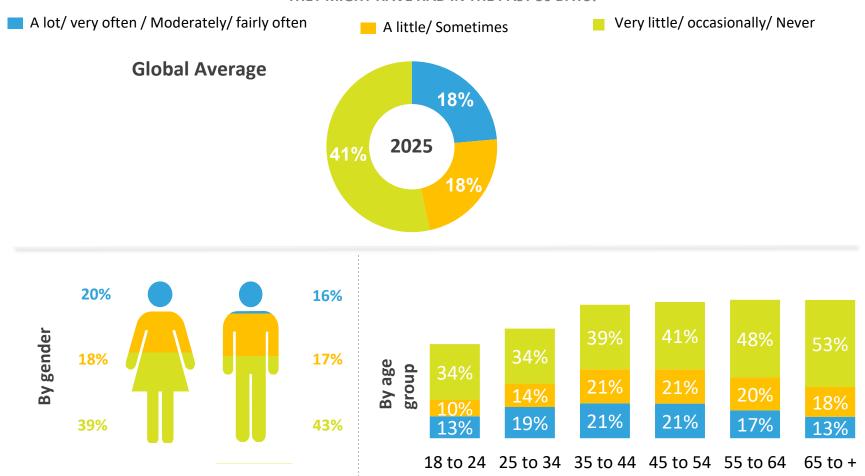
- Concern that your children are not able to talk to you about any major worries they may have -





Concern that your children are not able to talk to you about any major worries they may have % within total population

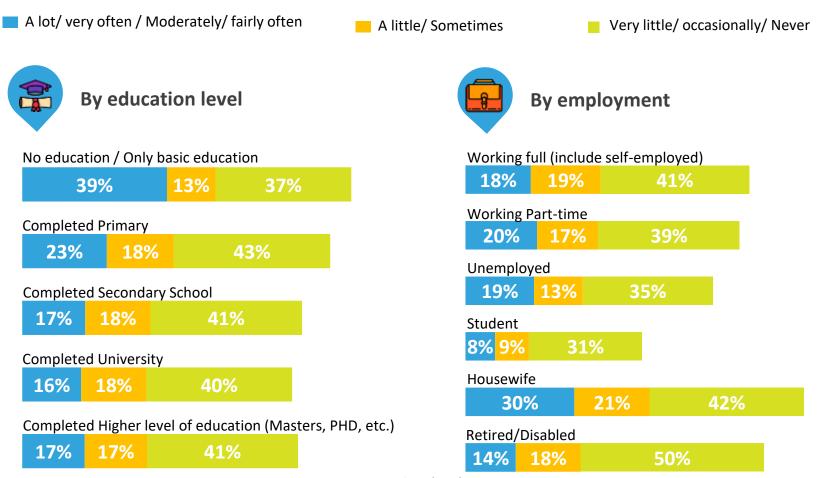
HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?





Concern that your children are not able to talk to you about any major worries they may have % within total population

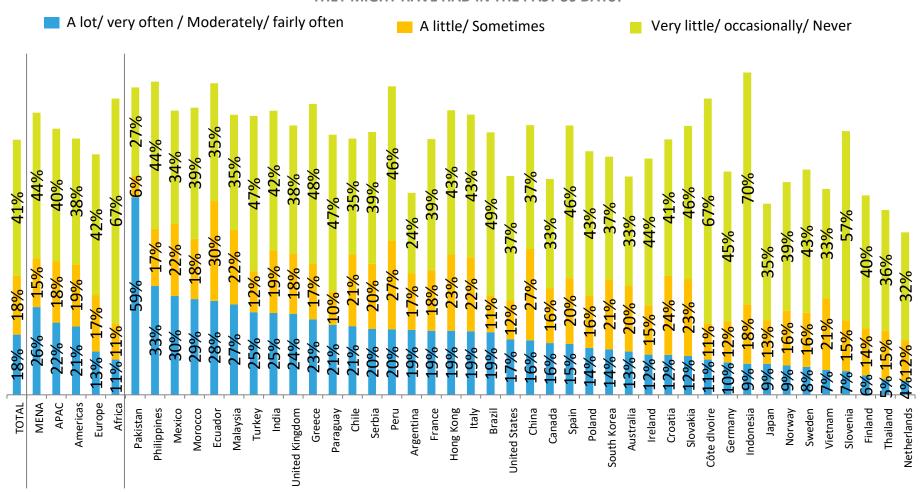
HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?





Concern that your children are not able to talk to you about any major worries they may have % within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?

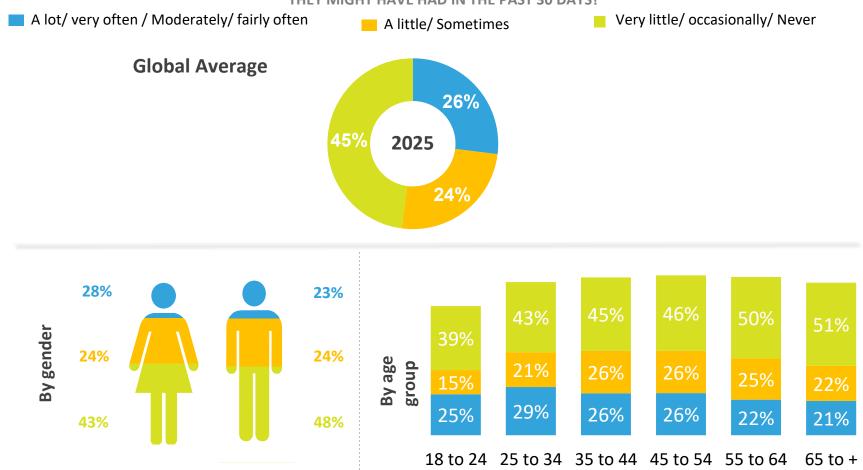


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr / no children have not been plotted. MENA has only 2 countries. Africa has only 1 country



Concern that your children are not able to talk to you about any major worries they may have % within those who have children

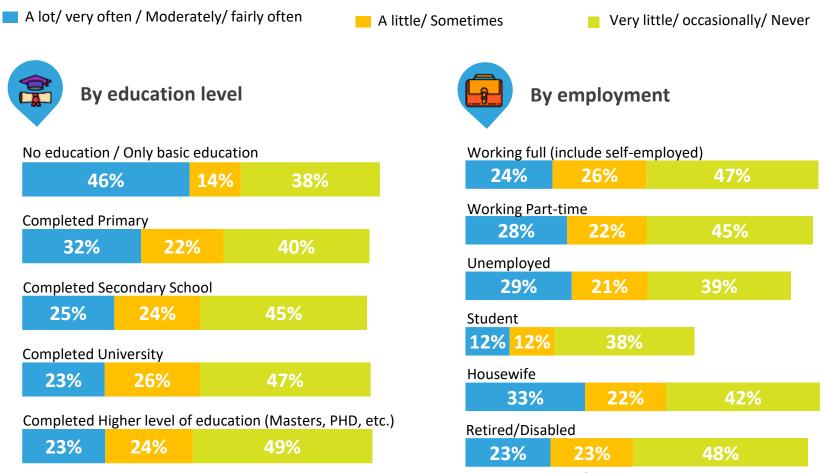
HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?





Concern that your children are not able to talk to you about any major worries they may have % within those who have children

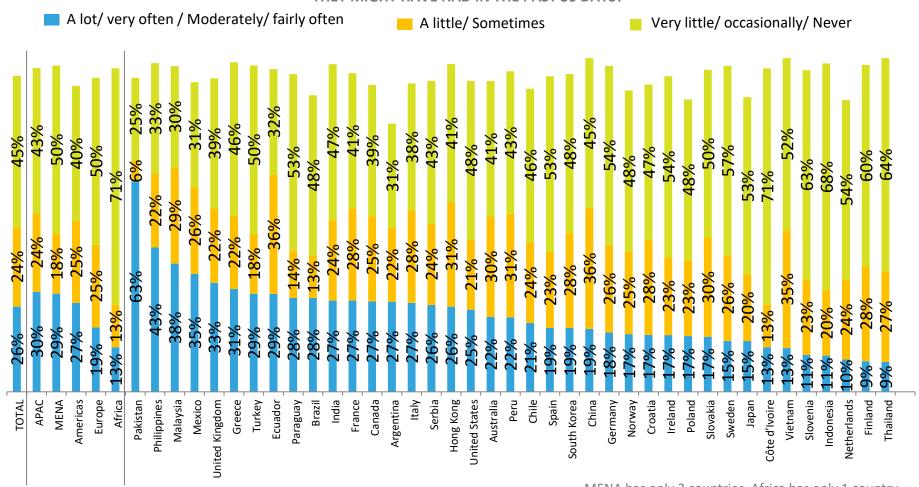
HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?





Concern that your children are not able to talk to you about any major worries they may have % within those who have children

HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?



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



RELATION BETWEEN CONCERNS ABOUT CHILDREN'S MENTAL HEALTH AND SELF-PERCEPTION OF HEALTH WITHIN THOSE WHO HAVE CHILDREN

		TOTAL	SELF-PERCEPTION OF HEALTH		
			"Very healthy + healthy"	"Somewhat unhealthy + unhealthy"	
	A lot/ very often + Moderately/ fairly often	32%	31%	39%	
Concern about your	A little/sometimes	23%	22%	24%	
children's mental health	Very little/ occasionally + Never	41%	43%	33%	
Concern that your children are not able to talk to you	A lot/ very often + Moderately/ fairly often	26%	23%	33%	
about any major worries	A little/sometimes	24%	24%	25%	
they may have	Very little/ occasionally + Never	45%	48%	37%	



RELATION BETWEEN EXPERIENCING NEGATIVE EMOTIONAL STATES AND SELF-PERCEPTION OF HEALTH WITHIN TOTAL POPULATION

		TOTAL	SELF-PERCEPTION OF HEALTH		
			"Very healthy + healthy"	"Somewhat unhealthy + unhealthy"	
	A lot/ very often + Moderately/ fairly often	33%	28%	48%	
Worried	A little/sometimes	32%	33%	30%	
	Very little/ occasionally + Never	34%	38%	21%	
	A lot/ very often + Moderately/ fairly often	37%	31%	56%	
Tired/ lacking energy	A little/sometimes	32%	34%	28%	
	Very little/ occasionally + Never	30%	35%	15%	
	A lot/ very often + Moderately/ fairly often	28%	23%	43%	
Had trouble sleeping	A little/sometimes	28%	28%	29%	
	Very little/ occasionally + Never	43%	48%	26%	
	A lot/ very often + Moderately/ fairly often	24%	21%	35%	
Overwhelmed	A little/sometimes	28%	28%	29%	
	Very little/ occasionally + Never	46%	50%	34%	



RELATION BETWEEN EXPERIENCING NEGATIVE EMOTIONAL STATES AND SELF-PERCEPTION OF HEALTH WITHIN TOTAL POPULATION

		TOTAL	SELF-PERCEPTION OF HEALTH		
			"Very healthy + healthy"	"Somewhat unhealthy + unhealthy"	
	A lot/ very often + Moderately/ fairly often	22%	17%	36%	
Sad, empty, depressed	A little/sometimes	25%	24%	28%	
	Very little/ occasionally + Never	52%	58%	34%	
	A lot/ very often + Moderately/ fairly often	23%	20%	34%	
Irritable, moody	A little/sometimes	31%	31%	33%	
	Very little/ occasionally + Never	44%	49%	32%	
	A lot/ very often + Moderately/ fairly often	20%	17%	31%	
Lonely	A little/sometimes	23%	22%	26%	
	Very little/ occasionally + Never	56%	60%	42%	
	A lot/ very often + Moderately/ fairly often	32%	28%	48%	
Suffer from stress	A little/sometimes	31%	32%	29%	
	Very little/ occasionally + Never	35%	40%	23%	



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

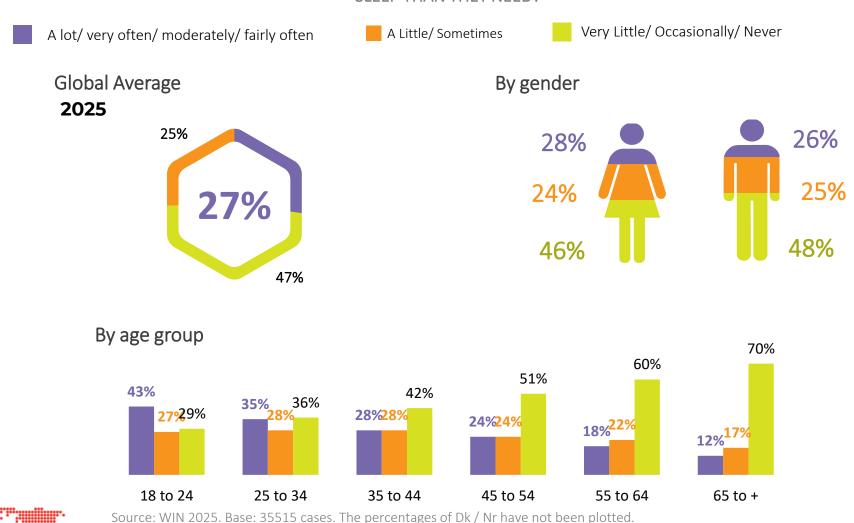


STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER



Stayed up late at night using your phone or computer, resulting in less sleep than you need % within total population

HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

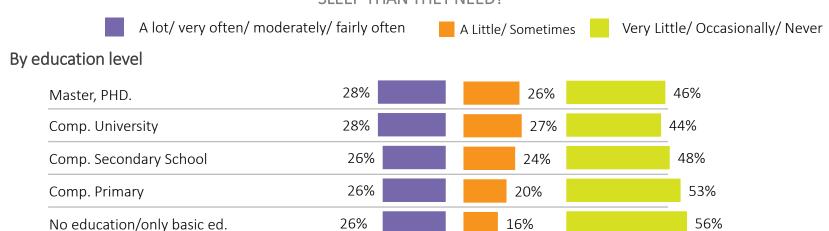




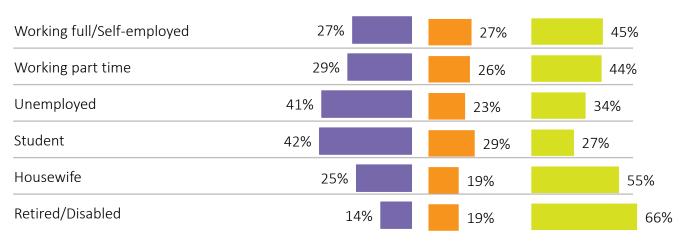
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?



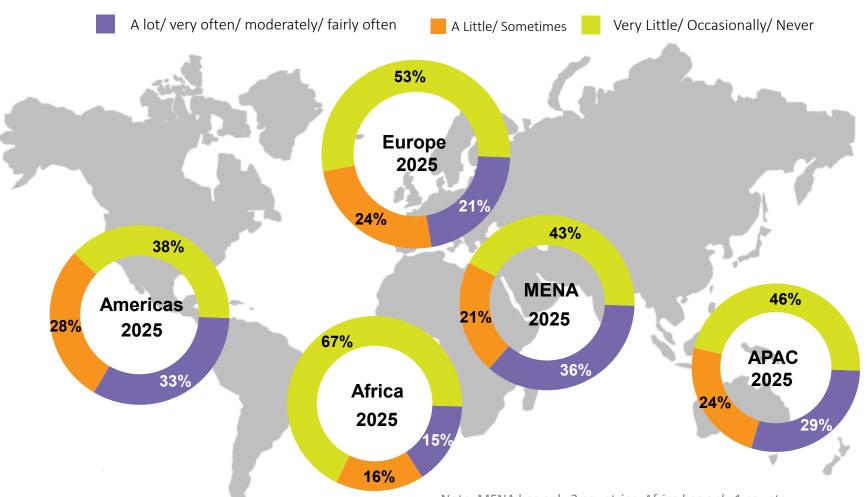
By employment





Stayed up late at night using your phone or computer, resulting in less sleep than you need % within total population

HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?



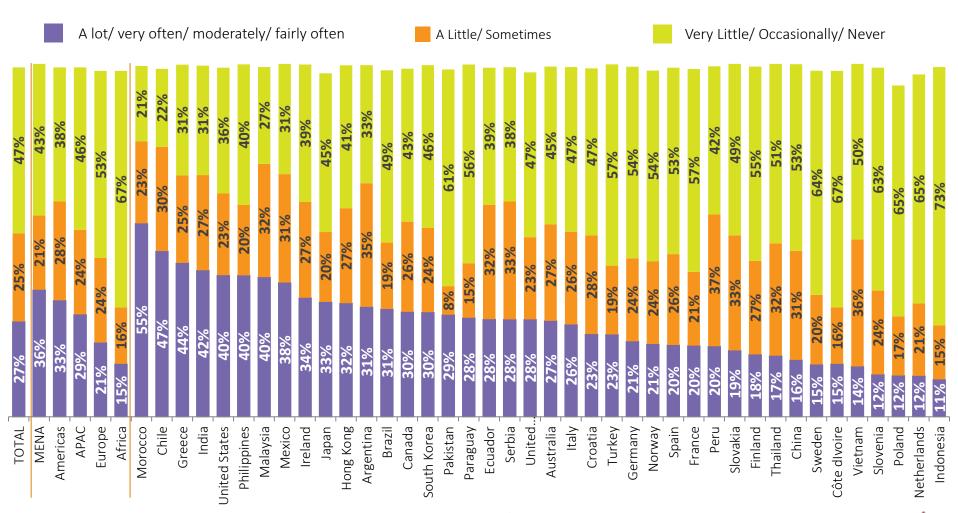
Note: MENA has only 2 countries. Africa has only 1 country.



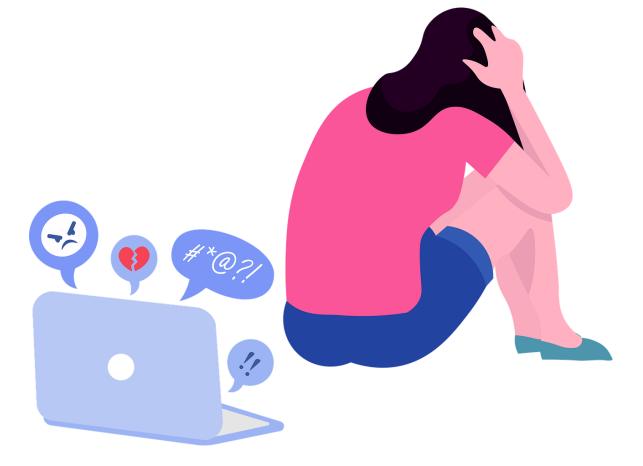
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?





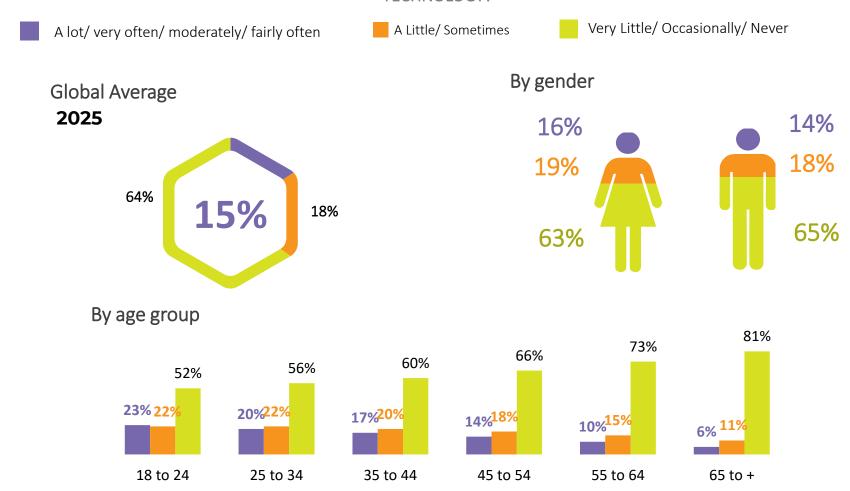


EXPERIENCED ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY



% within total population

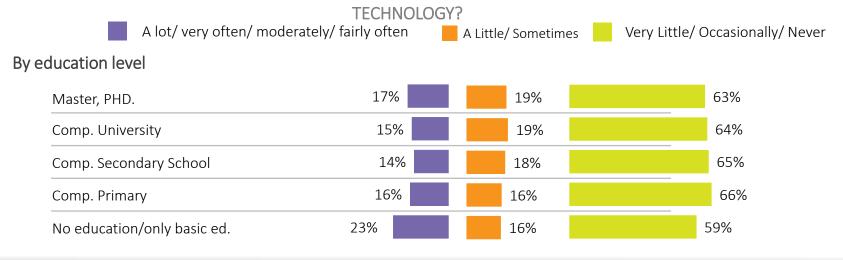
HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?



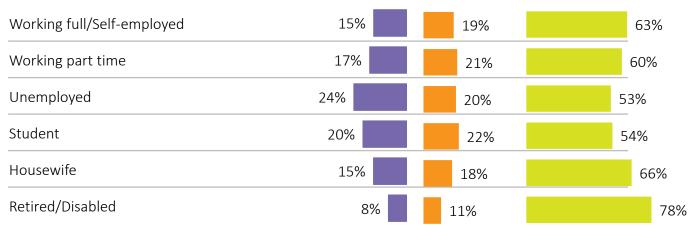


% within total population

HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE



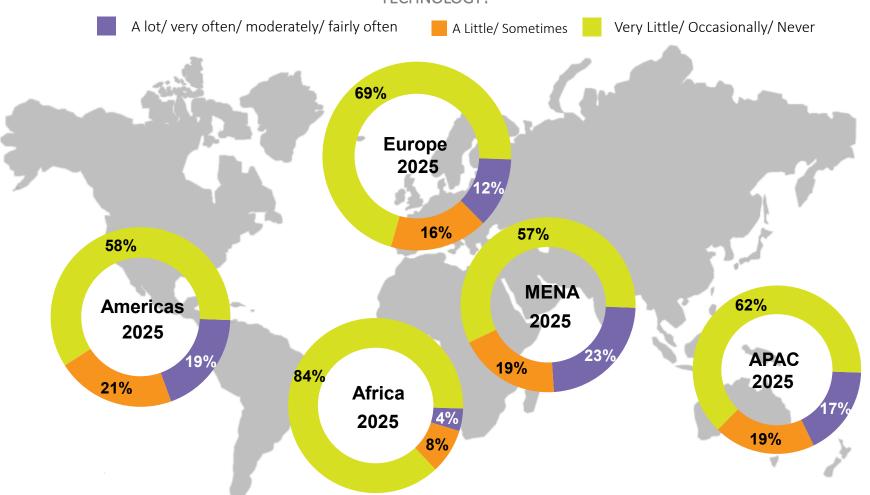
By employment





% within total population

HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?

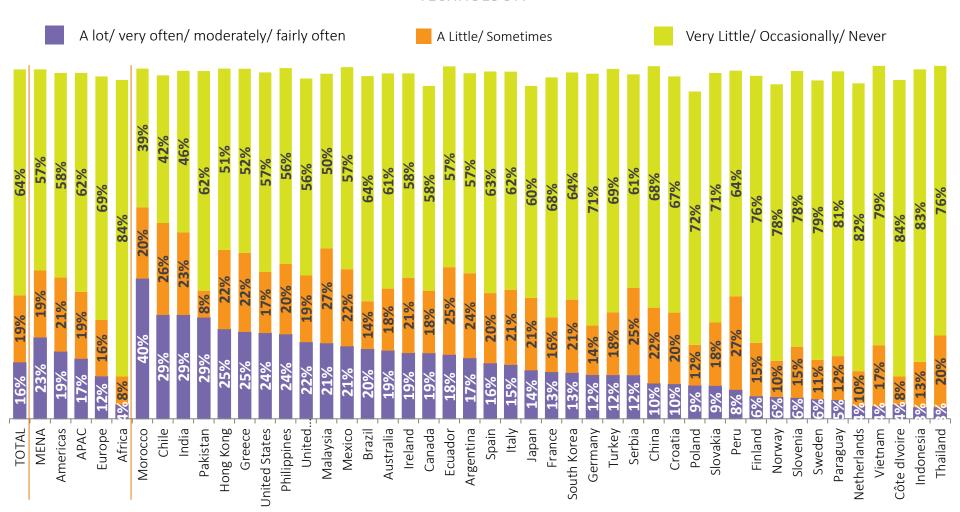


Note: MENA has only 2 countries. Africa has only 1 country.



% within total population

HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?





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

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 2025
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	995	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



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

METHODOLOGY

	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

