



WIN

Worldwide
Independent Network
Of Market Research

Gender Equality

WORLDVIEWS SURVEY 2025

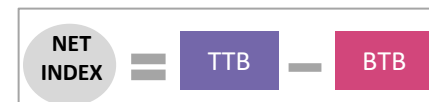




Level of achievement of gender equality

Level of achievement in Gender Equality - 2025

% within total population – Net Index

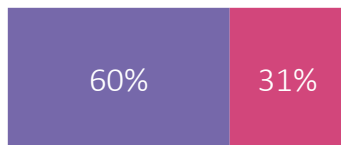


Total



NET
INDEX

At work



DK: 9%

29

By gender



NET
INDEX

65%

27%

38

DK: 8%



NET
INDEX

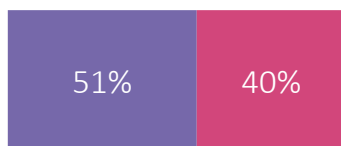
55%

35%

20

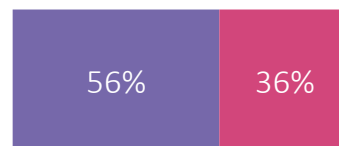
DK: 10%

Politics*



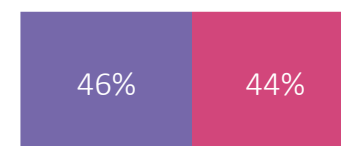
DK: 9%

11



DK: 8%

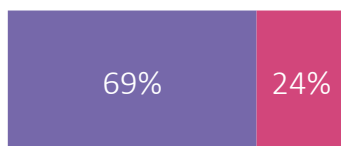
20



DK: 10%

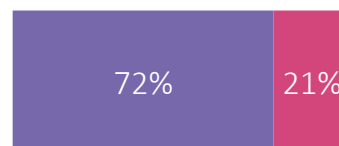
2

At home



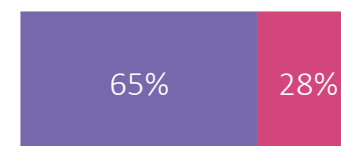
DK: 7%

45



DK: 7%

51



DK: 7%

37

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



**Total
Net Index**

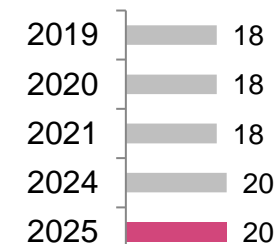
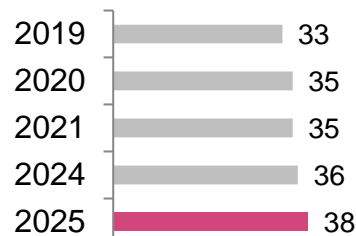
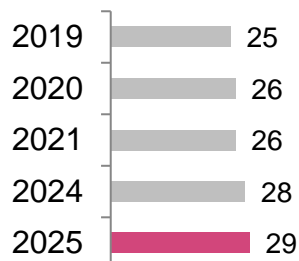


**Male
Net Index**

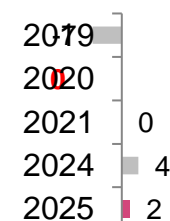
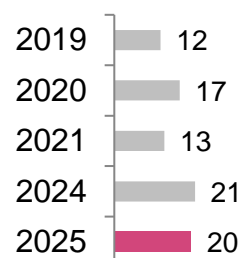
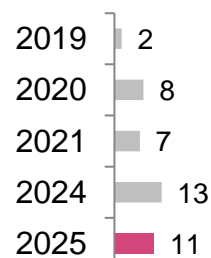


**Female
Net Index**

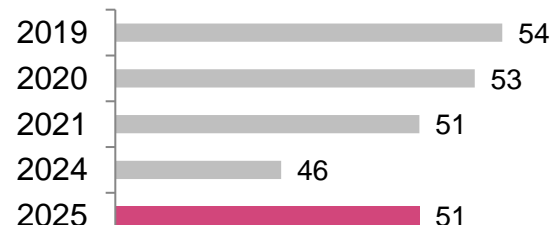
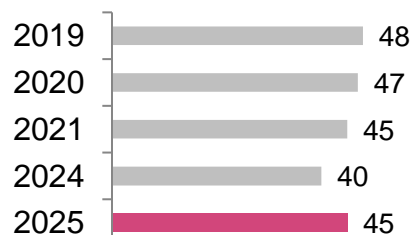
At work



In politics*



At home



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



18+

TTB

Definitely achieved/
To some extent achieved

BTB

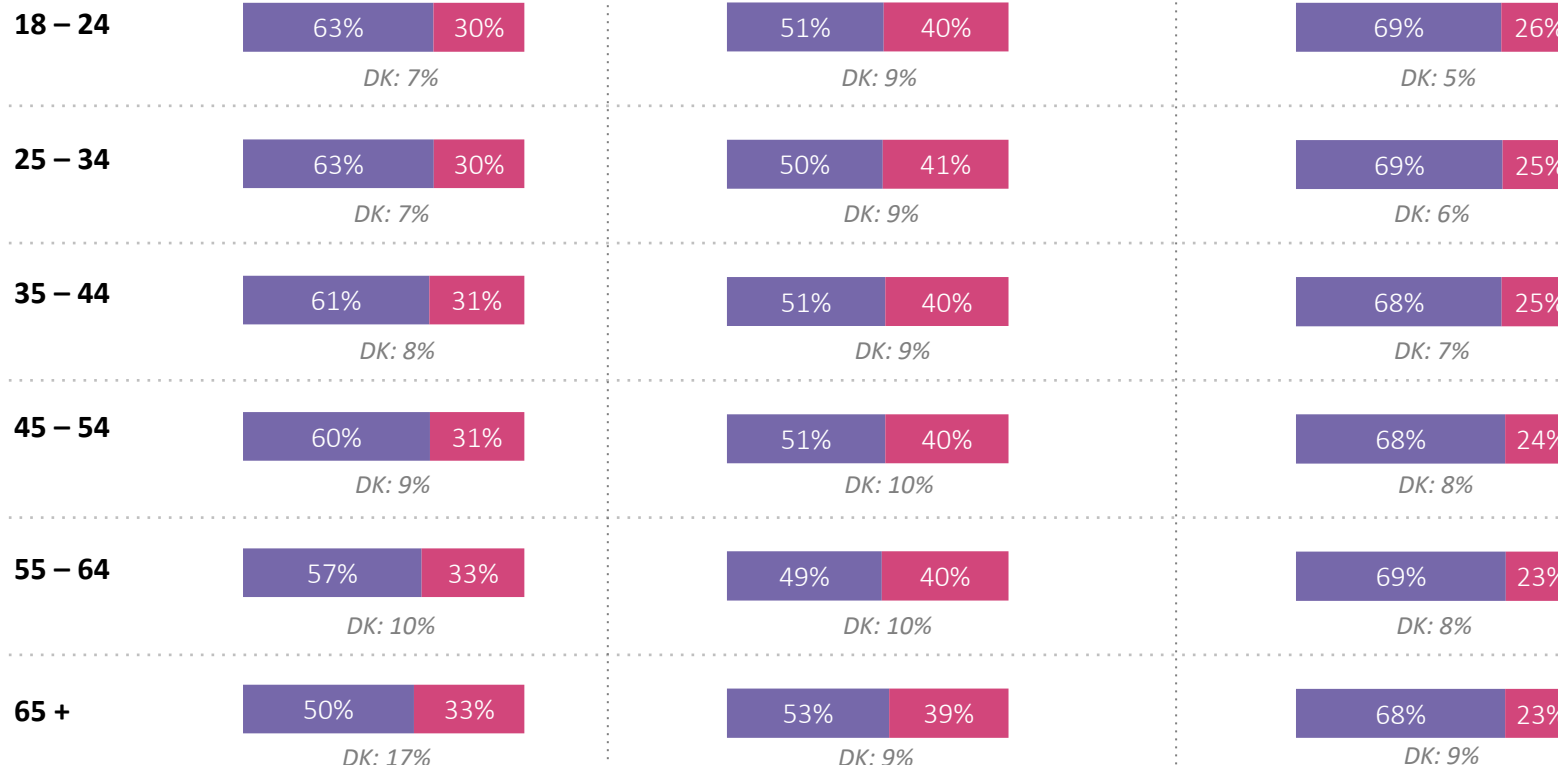
Not really achieved/
Not at all achieved

By age group

At work

Politics*

At home



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



By education level

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved

At work

Politics*

At home

No education/
only basic
education



DK: 11%



DK: 14%



DK: 9%

Completed
Primary



DK: 11%



DK: 12%



DK: 8%

Completed
Secondary
School



DK: 11%



DK: 11%



DK: 8%

Completed
High level
education



DK: 7%



DK: 7%



DK: 6%

Master.
PHD.



DK: 4%



DK: 4%



DK: 4%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



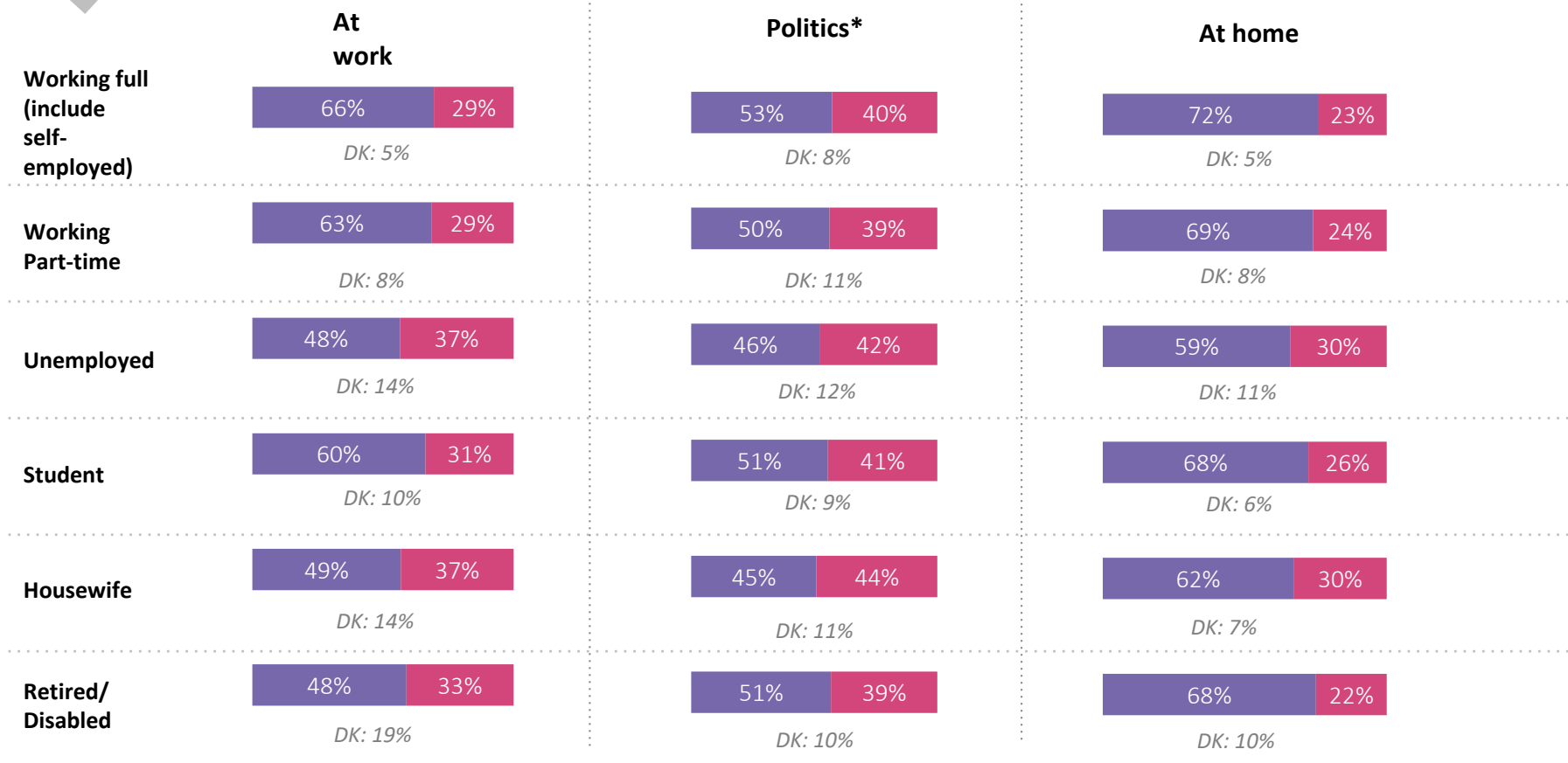
By employment

TTB

Definitely achieved/
To some extent achieved

BTB

Not really achieved/
Not at all achieved



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

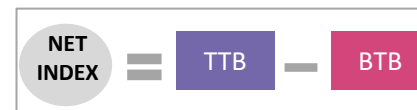
*Base: 33946 cases. No data in China

Q6_01 / Q6_02 / Q6_03 - Speaking now about gender equality, in each of the following fields, would you say gender equality has been definitely/to some extent/not really/not at all achieved in your country?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Level of achievement in Gender Equality - 2025

% within total population – Net Index



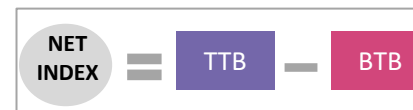
	At Work			In politics*			At home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
Argentina	39%	65%	26%	30%	60%	30%	55%	74%	19%
Australia	40%	61%	21%	15%	52%	37%	50%	69%	19%
Brazil	7%	44%	37%	-9%	36%	45%	22%	52%	30%
Canada	37%	61%	24%	13%	50%	37%	49%	69%	20%
Chile	21%	56%	35%	11%	50%	39%	31%	61%	30%
China	38%	69%	31%	-	-	-	64%	82%	18%
Germany	22%	56%	34%	1%	46%	45%	46%	68%	22%
Ecuador	24%	58%	34%	5%	50%	45%	39%	68%	29%
Spain	33%	65%	32%	35%	65%	30%	26%	61%	35%
Finland	27%	62%	35%	42%	69%	27%	47%	71%	24%
France	1%	42%	41%	-19%	34%	53%	26%	57%	31%
United Kingdom	33%	58%	25%	14%	51%	37%	44%	66%	22%
Greece	17%	58%	41%	15%	56%	41%	35%	67%	32%
Hong Kong	34%	66%	32%	22%	58%	36%	45%	71%	26%
Croatia	-1%	47%	48%	-19%	39%	58%	31%	64%	33%
Indonesia	26%	60%	34%	21%	57%	36%	38%	67%	29%
Ireland	36%	61%	25%	9%	49%	40%	45%	67%	22%
India	61%	79%	18%	16%	56%	40%	62%	80%	18%
Italy	-20%	38%	58%	-20%	38%	58%	21%	59%	38%
Japan	-4%	36%	40%	-39%	23%	62%	5%	45%	40%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

Level of achievement in Gender Equality - 2025

% within total population – Net Index



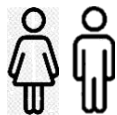
	At Work			In politics*			At Home		
	Net Index	TTB	BTB	Net Index	TTB	BTB	Net Index	TTB	BTB
South Korea	34%	65%	31%	1%	49%	48%	49%	73%	24%
Morocco	53%	74%	21%	44%	68%	24%	36%	66%	30%
Mexico	40%	69%	29%	47%	72%	25%	57%	77%	20%
Malaysia	31%	62%	31%	-6%	43%	49%	45%	70%	25%
Netherlands	20%	43%	23%	10%	41%	31%	46%	61%	15%
Norway	43%	68%	25%	59%	75%	16%	66%	80%	14%
Peru	9%	51%	42%	-14%	40%	54%	32%	64%	32%
Philippines	42%	70%	28%	24%	60%	36%	53%	76%	23%
Pakistan	40%	67%	27%	18%	54%	36%	47%	71%	24%
Poland	26%	52%	26%	13%	46%	33%	38%	60%	22%
Paraguay	48%	74%	26%	-6%	47%	53%	74%	87%	13%
Serbia	16%	56%	40%	5%	50%	45%	25%	61%	36%
Sweden	36%	63%	27%	29%	60%	31%	51%	71%	20%
Slovenia	27%	60%	33%	7%	50%	43%	66%	81%	15%
Slovakia	8%	43%	35%	-27%	27%	54%	41%	63%	22%
Thailand	72%	85%	13%	39%	65%	26%	80%	90%	10%
Turkey	-2%	46%	48%	-18%	37%	55%	12%	53%	41%
United States	29%	53%	24%	-2%	41%	43%	50%	68%	18%
Vietnam	72%	84%	12%	37%	62%	25%	84%	92%	8%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

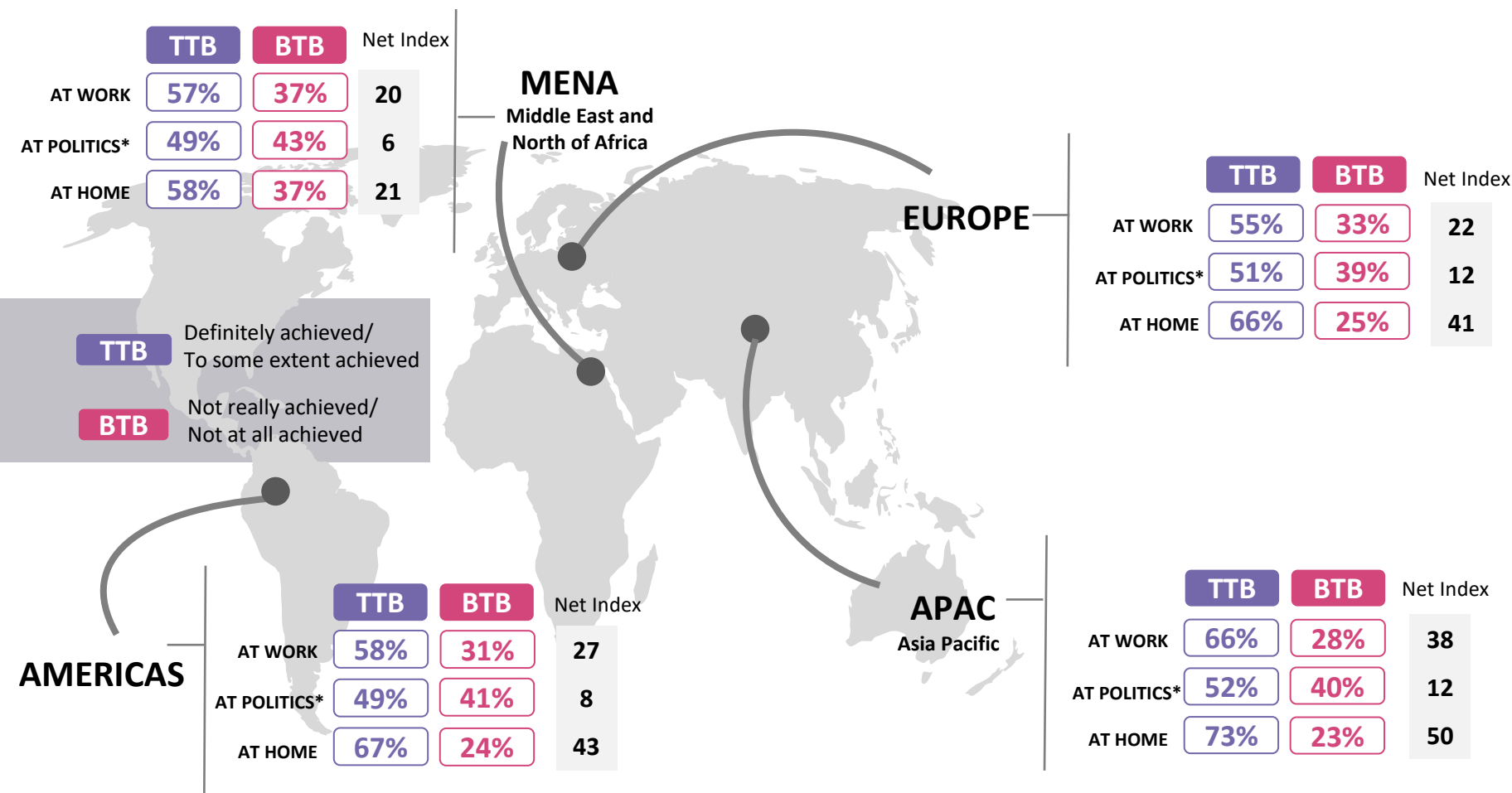
Level of achievement in Gender Equality - 2025

% within total population – Net Index



By region

At work, at politics, at home



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

*Base: 33946 cases. No data in China

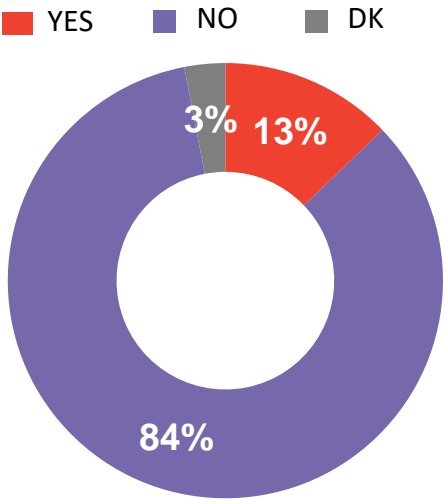


Violence

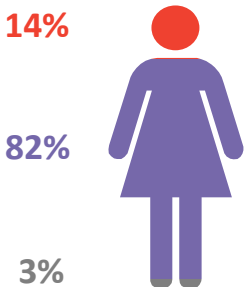
Suffered any kind of violence

% within total population

Total

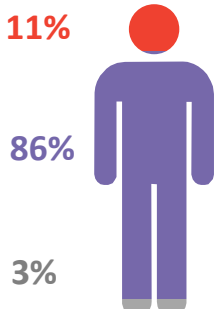


Female



2024	20%	77%	3%
2022/2023	17%	80%	3%
2021	16%	82%	2%
2020	17%	81%	2%
2019	16%	81%	3%

Male



By age group - Female



18 – 24	18%	77%	5%
25 – 34	16%	81%	3%
35 – 44	14%	83%	3%
45 – 54	13%	84%	3%
55 – 64	10%	88%	2%
65 +	5%	93%	2%

YES - Female Group



2024	2022/2023	2021	2020	2019
27%	23%	22%	24%	21%
23%	21%	20%	19%	18%
21%	19%	17%	17%	17%
19%	16%	13%	17%	14%
15%	12%	11%	13%	12%
10%	8%	7%	8%	6%

Source: WIN 2025. Base: 34945 cases. Female base: 17715 cases.

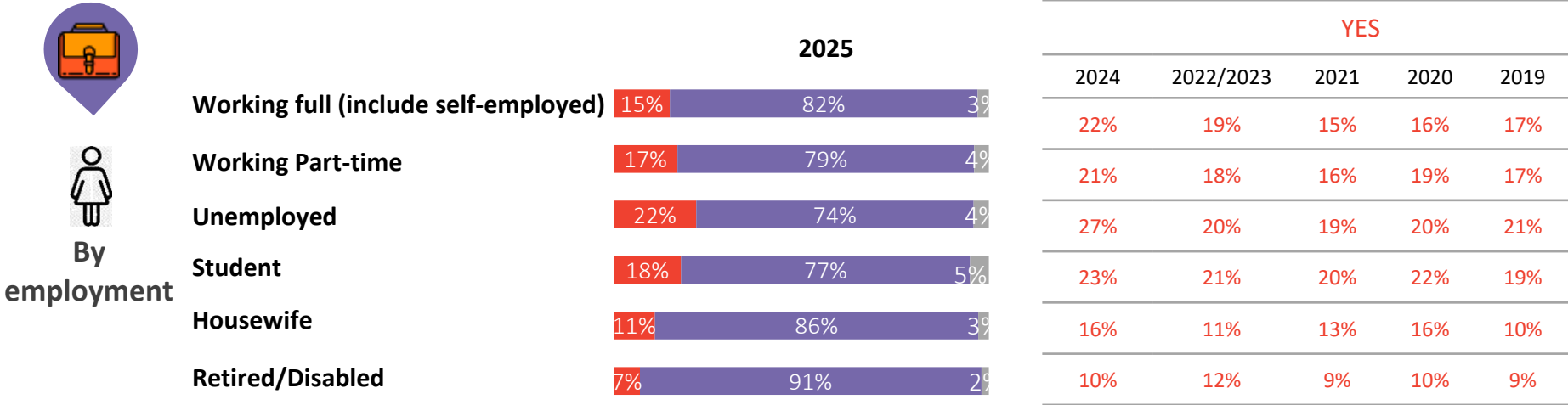
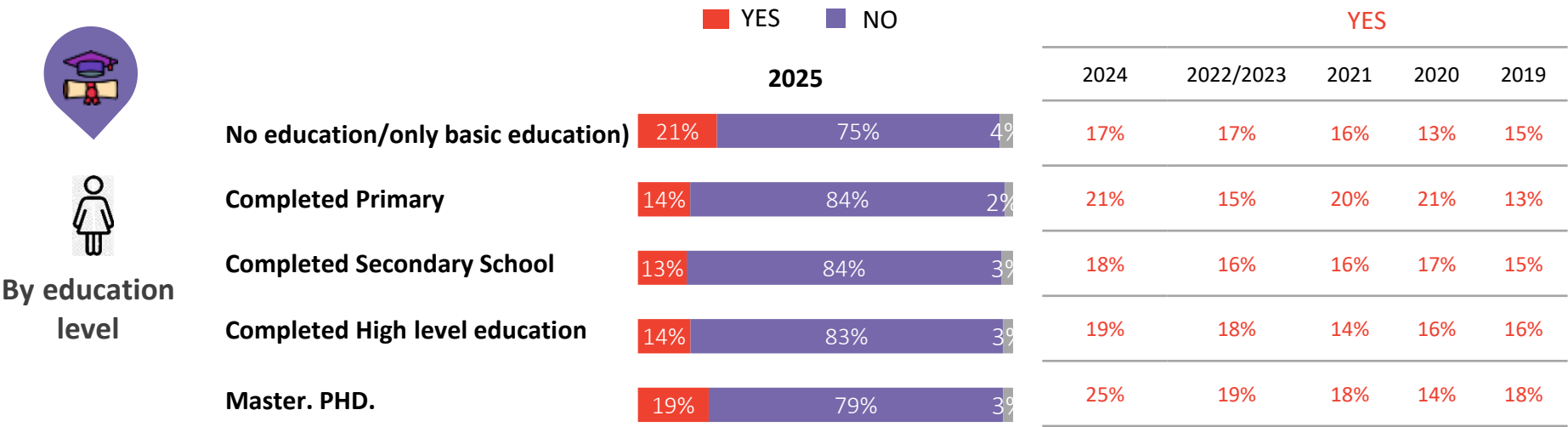
Source: WIN 2024. Base: 33865 cases. Female base: 16593 cases.

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

Note: We need to be careful with the comparative analysis because this is a question that varies a lot by countries, and we have differences in country participation that could explain the change. Nigeria, at the very top of the ranking of the previous wave did not participate this year. Instead, we have countries participating in this wave which rank low and have not been included in previous waves (Thailand, Slovakia, Norway, China and Australia).

Suffered any kind of violence

% within female population



Source: WIN 2025. Female base: 17715 cases.
Source: WIN 2024. Female base: 16593 cases.

Suffered any kind of violence

% within female population

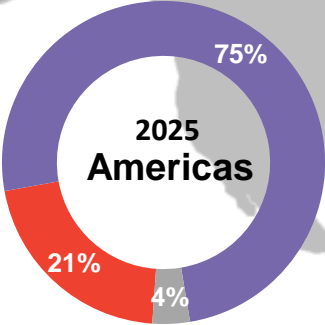
YES	NO	DK/NR
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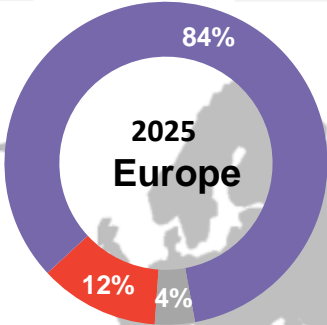
GLOBAL YES

2019	2020	2021	2022/2023	2024	2025
16%	17%	16%	17%	20%	14%

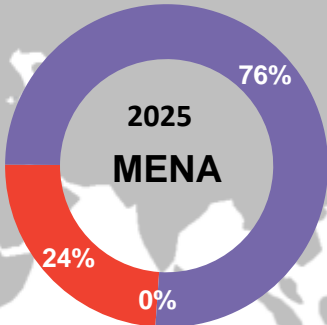
2019	2020	2021	2022/2023	2024
12%	13%	14%	16%	16%



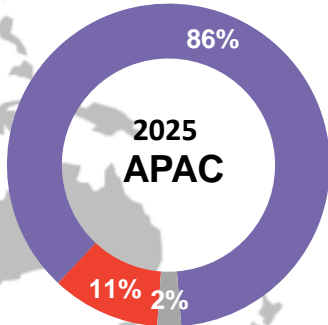
2019	2020	2021	2022/2023	2024
30%	24%	23%	23%	24%



2019	2020	2021	2022/2023	2024
20%	22%	17%	14%	27%



2019	2020	2021	2022/2023	2024
8%	12%	10%	11%	15%



Source: WIN 2025. Female base: 17715 cases.
Source: WIN 2024. Female base: 16593 cases.

Suffered any kind of violence

% within female population

YES

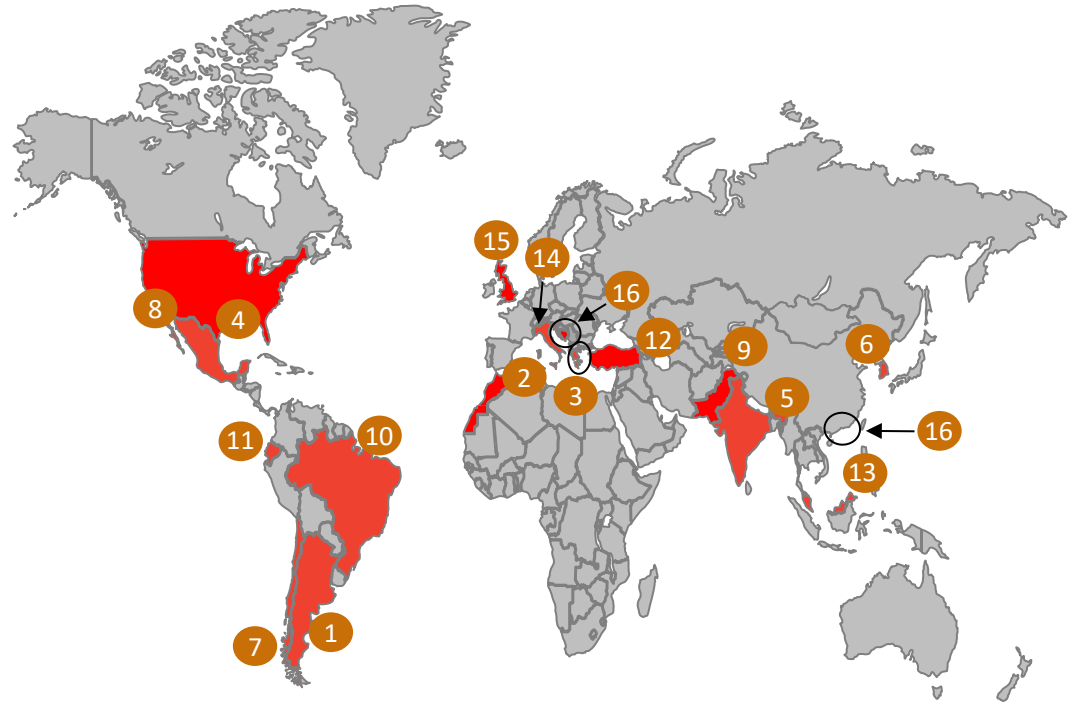
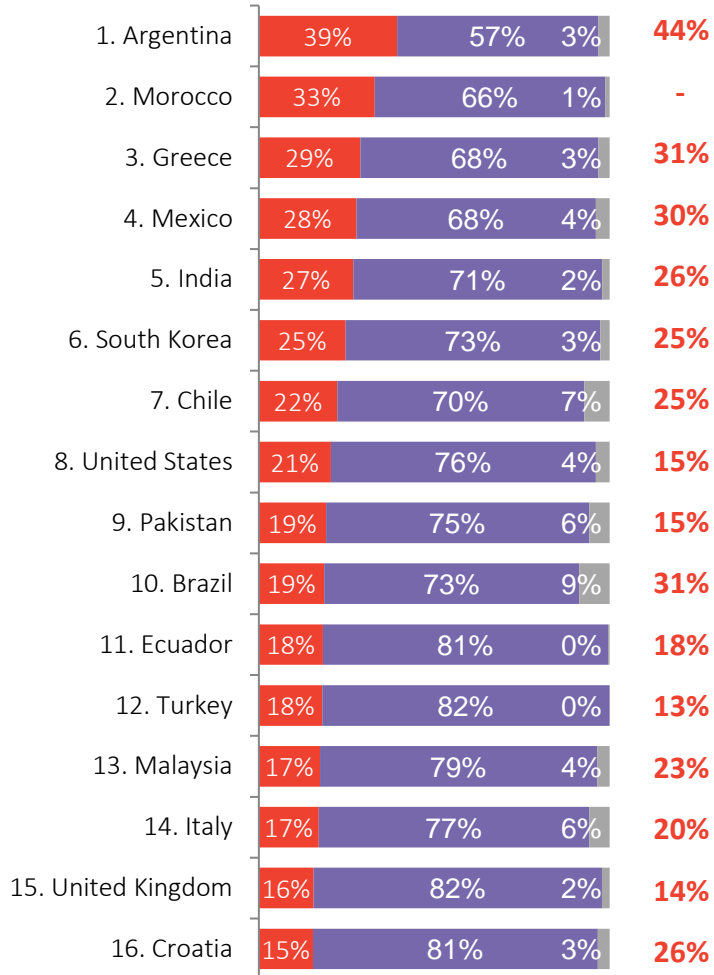
NO

DK/NR

2025 - YES
Top 16



2024



Source: WIN 2025. Female base: 17715 cases.

Source: WIN 2024. Female base: 16593 cases.

"-" No data available

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Suffered any kind of violence

% within female population

YES

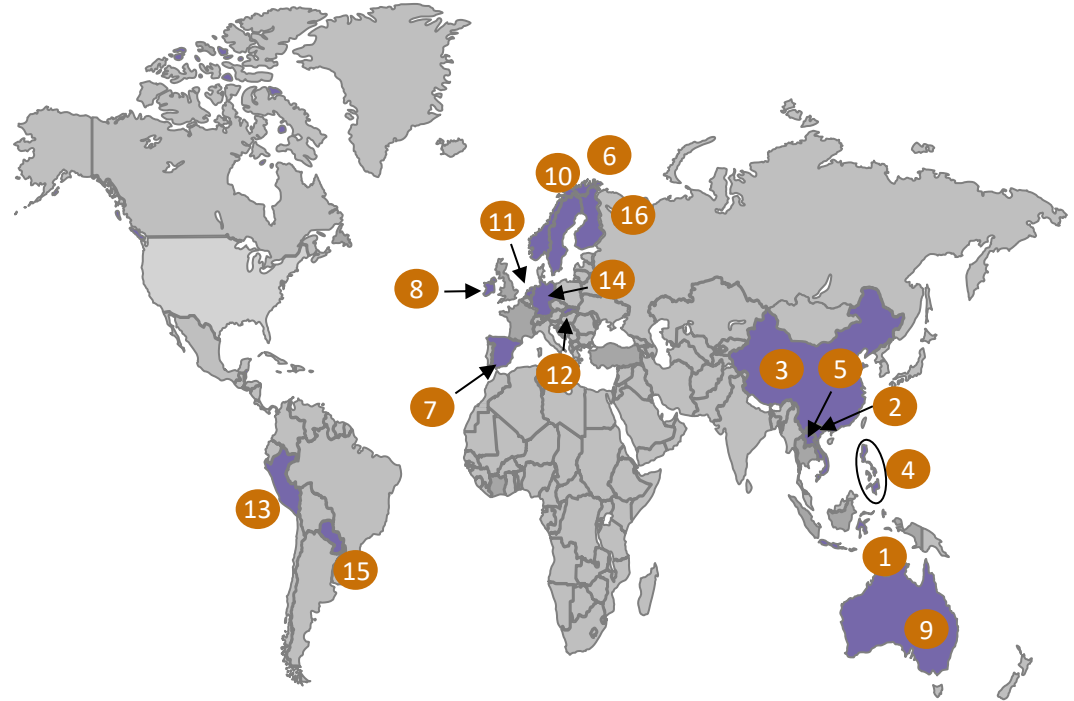
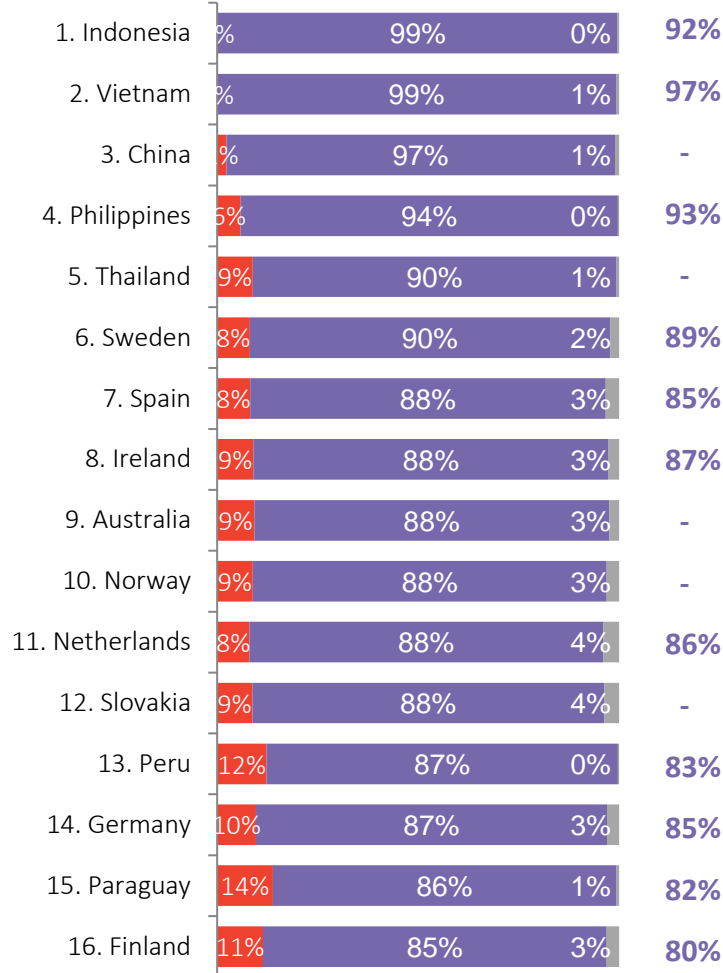
NO

DK/NR

2025 - NO
Top 16



2024



Source: WIN 2025. Female base: 17715 cases.

Source: WIN 2024. Female base: 16593 cases.

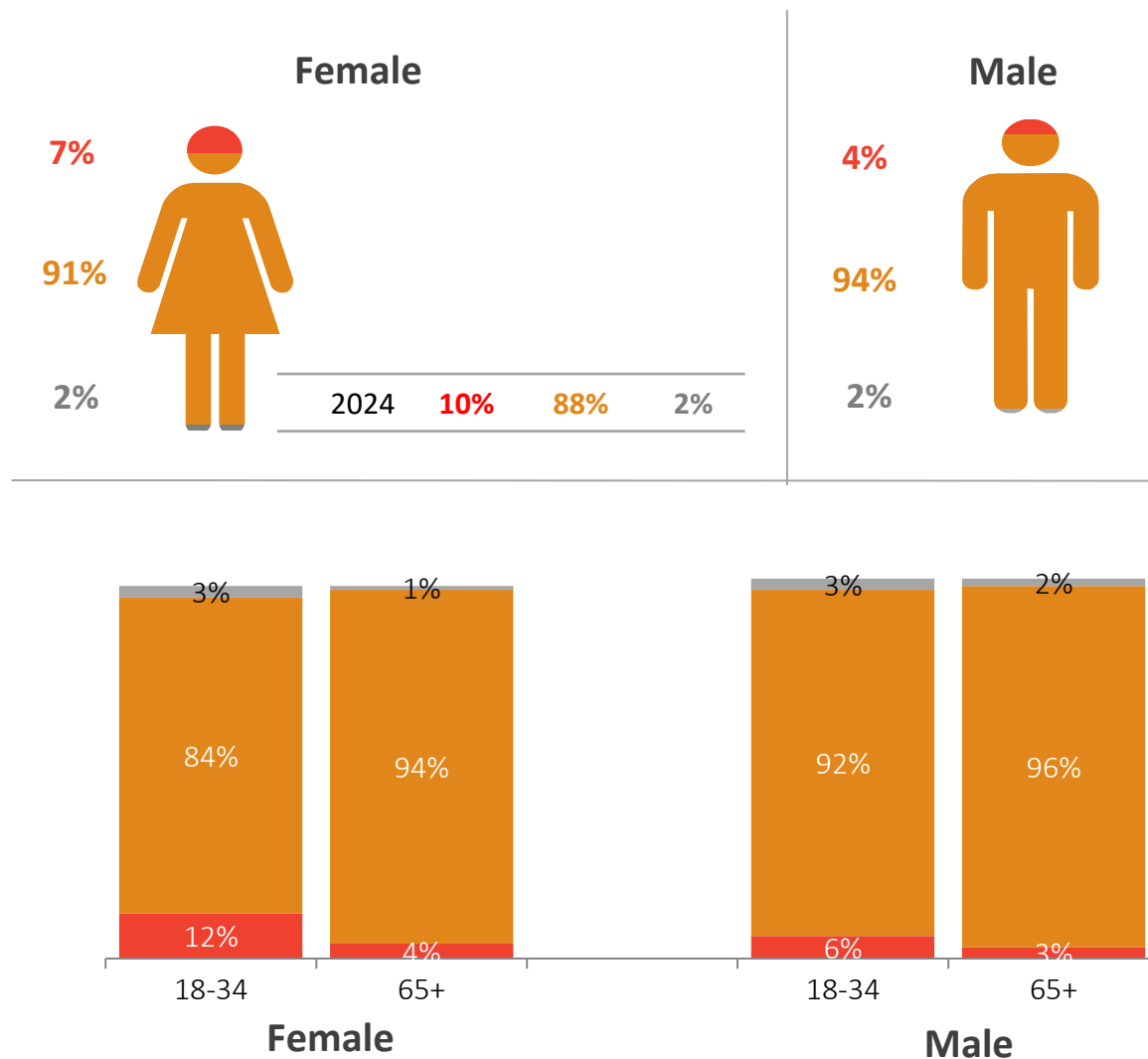
"-" No data available

16

Q7. Have you suffered from any kind of violence (either physical or psychological) in the past year?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

% within total population



17

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Suffered sexual harassment

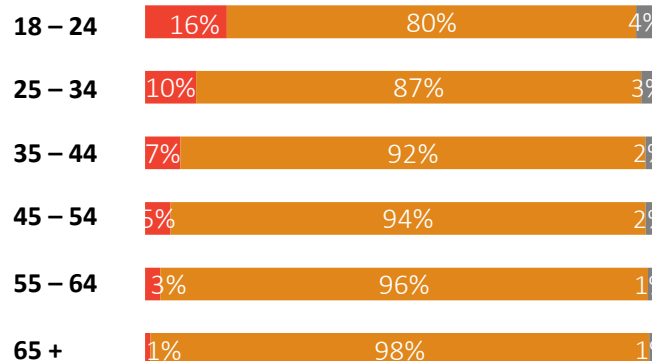
% within female population

YES

NO

DK/NR

By age group



YES
2024



19%

14%

10%

7%

4%

2%

By education level

No education/only basic education)



YES
2024



7%

Completed Primary



8%

Completed Secondary School



9%

Completed High level education



11%

Master. PHD.



13%

By employment

Working full (include self-employed)



YES
2024



12%

Working Part-time



11%

Unemployed



14%

Student



17%

Housewife



4%

Retired/Disabled



2%

Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

Q7B. Have you suffered from any kind of sexual harassment in the past year?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Suffered sexual harassment

% within female population

YES

NO

DK/NR

GLOBAL



2025 | 7% 91% 2%

2024 | 10% 88% 2%

2021 | 9% 88% 3%

2024 | 8% 91% 1%

2025
Europe

92%

6% 2%

2025
Americas

86%

11% 3%

2024 | 13% 85% 2%

2025
MENA

87%

12% 1%

2024 | 4% 94% 2%

2025
APAC

93%

5% 2%

2024 | 8% 90% 2%

Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

Q7B. Have you suffered from any kind of sexual harassment in the past year?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Suffered sexual harassment

% within female population

YES

NO

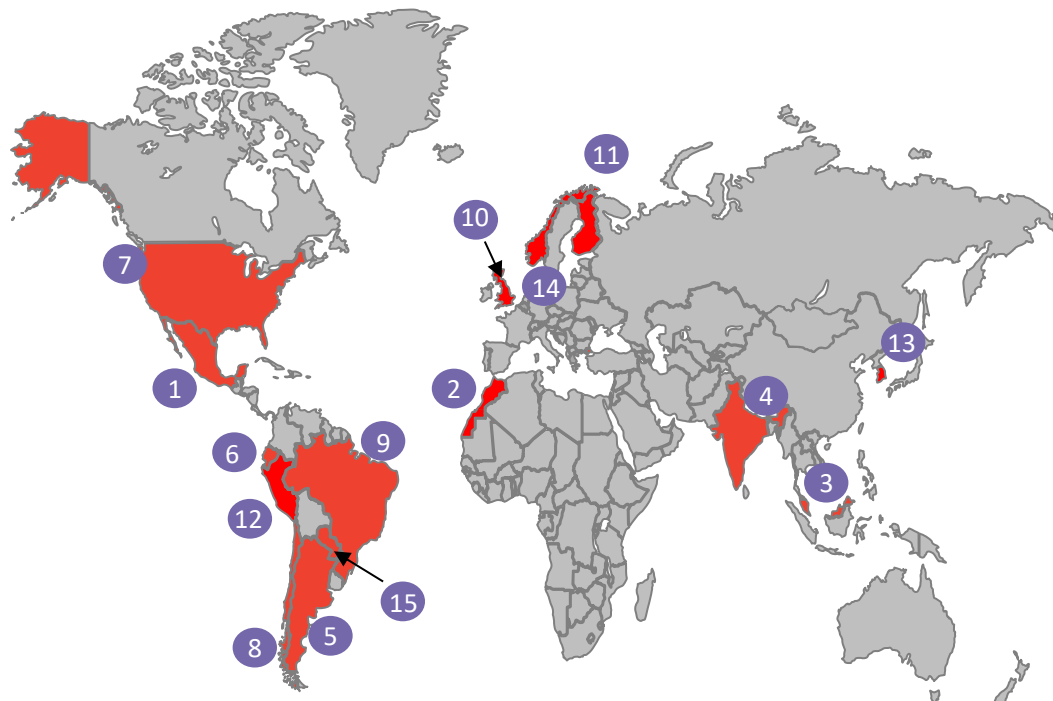
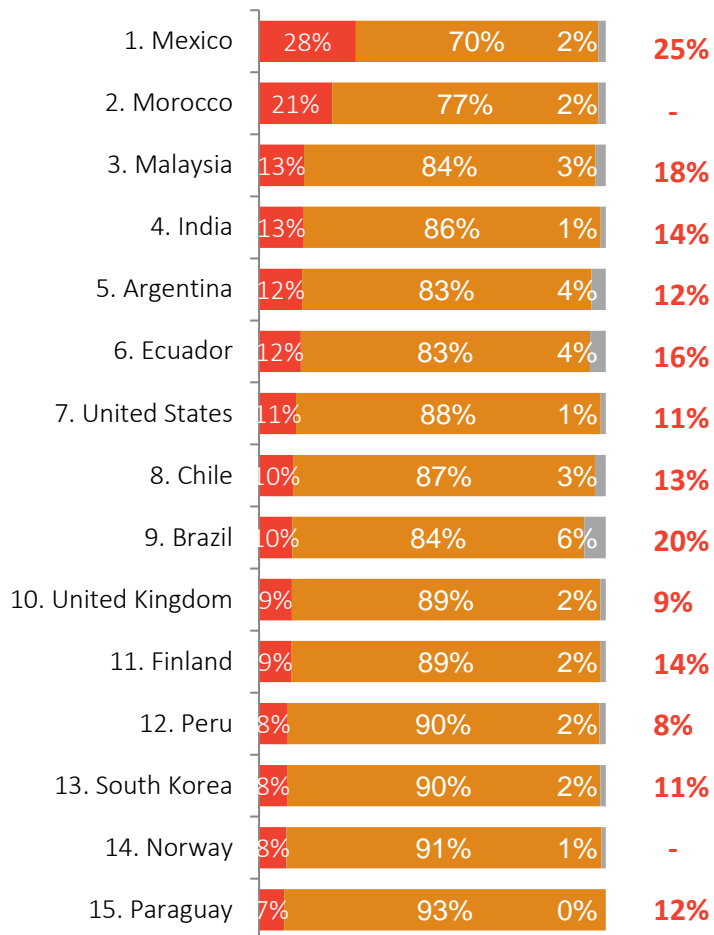
DK/NR

YES



Top 15

2024



Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

"-" No data available

20

Q7B. Have you suffered from any kind of sexual harassment in the past year?

Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Suffered sexual harassment

% within female population

YES

NO

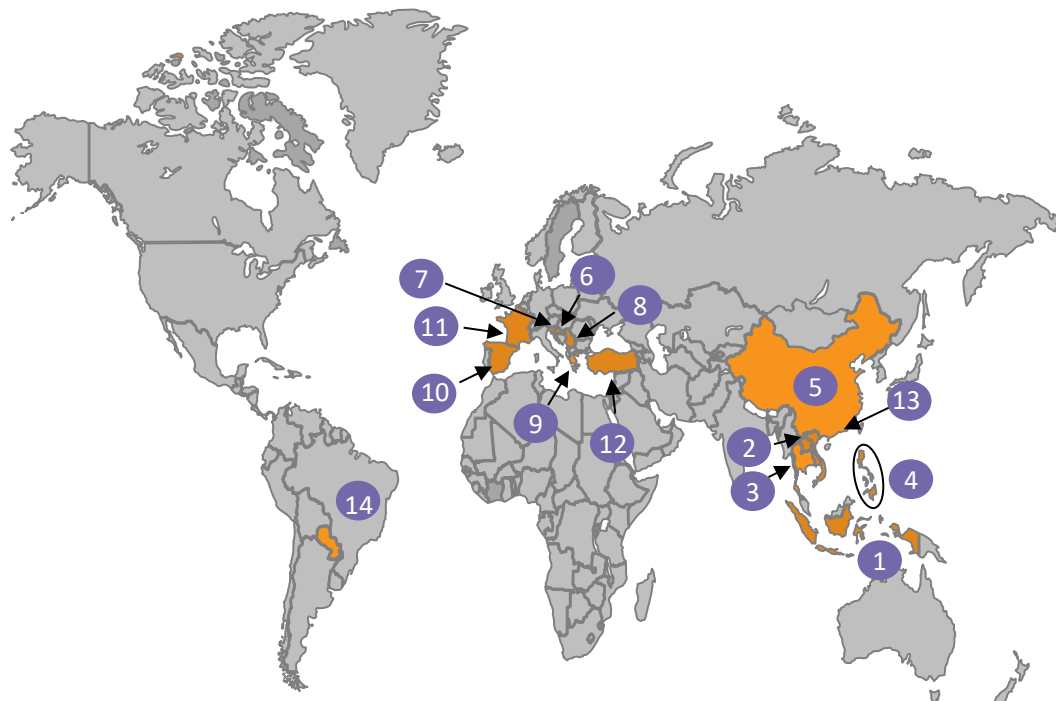
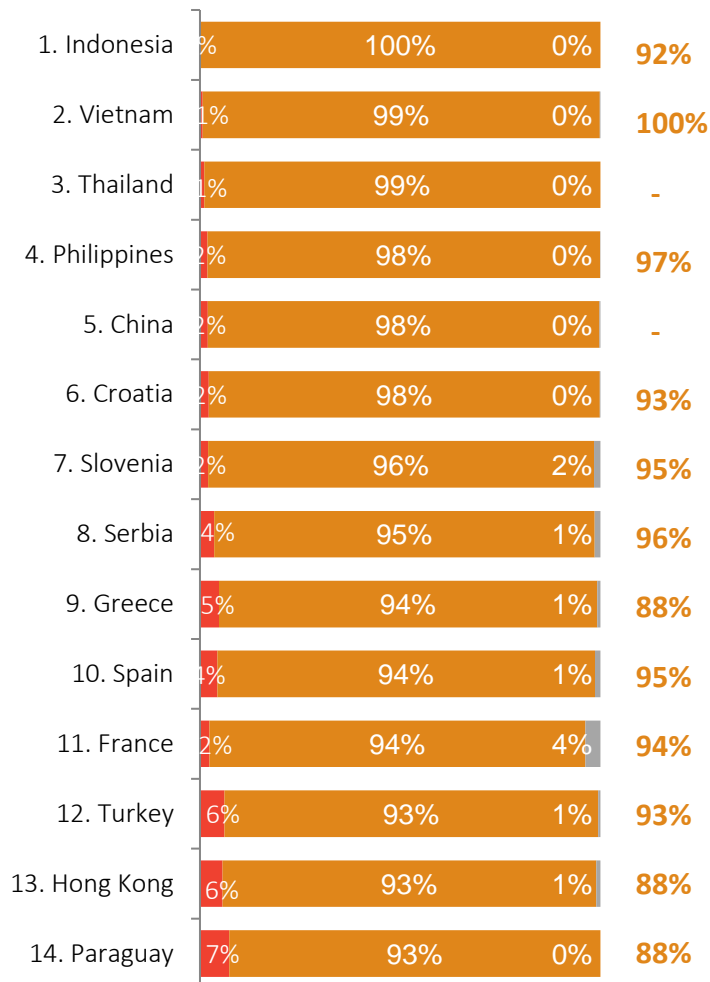
DK/NR

NO



Top 14

2024



Source: WIN 2025. Base: 34314 cases. Female base: 17384 cases

"-" No data available

Q7B. Have you suffered from any kind of sexual harassment in the past year?

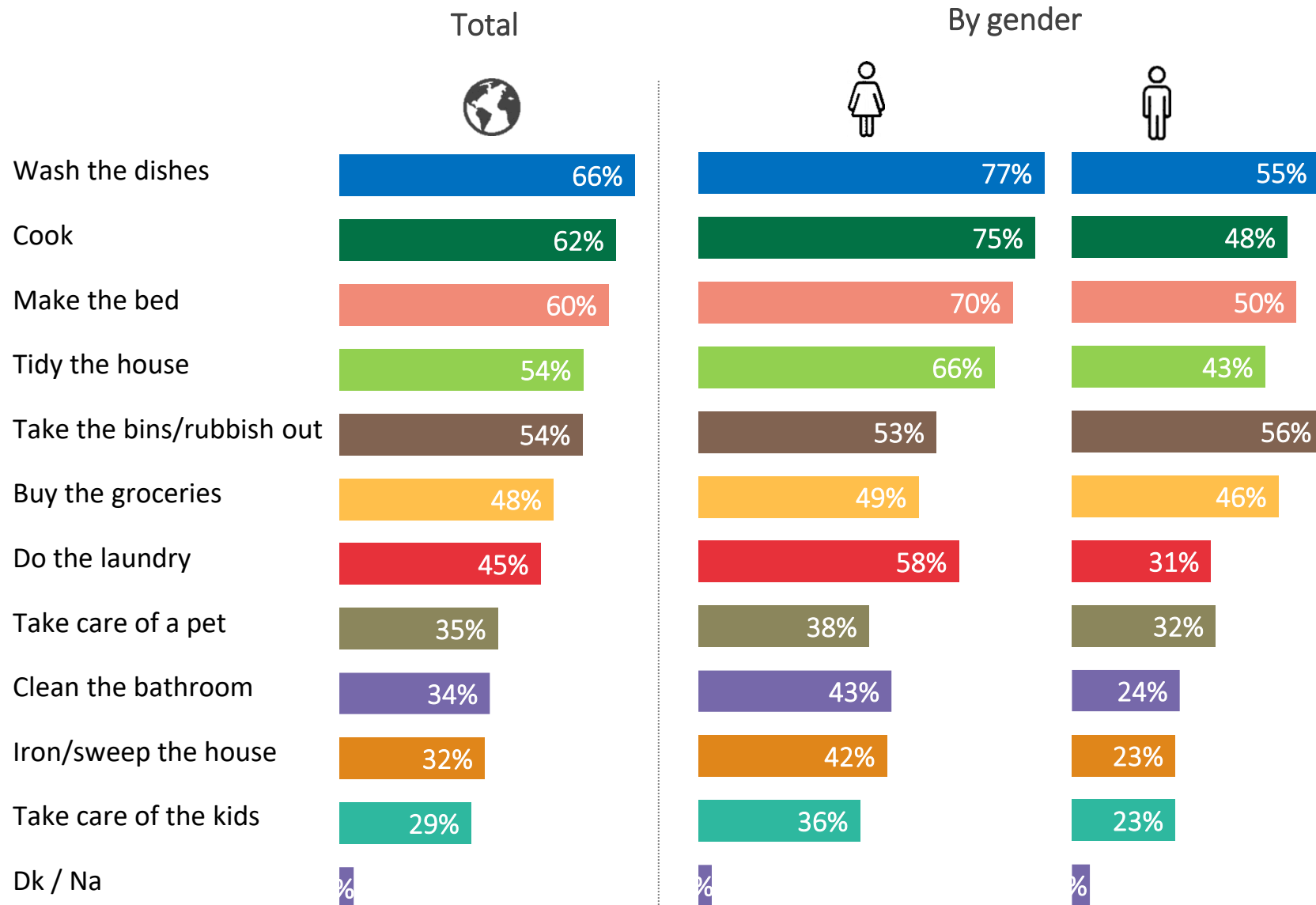
Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.



Household chores

Household chores made yesterday - 2025

% within total population



Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Average Gender Gap - 2025

The **average gender gap** is calculated from the difference in the amount of tasks performed by men and women in a country. This gap reflects, in summary, how evenly or unequally the household chores are distributed between the genders in each country.

Positive gap: Means that men do more chores than women on average.

Negative gap: Means that women do more chores than men on average.

Country	Gender gap (sorted from smallest to largest)
Sweden	0,70%
United States	-2,50%
Norway	-2,70%
Canada	-3,20%
Finland	-5,00%
Malaysia	-5,10%
Ecuador	-5,30%
Australia	-6,30%
Hong Kong	-7,40%
Netherlands	-8,80%
Spain	-9,10%
France	-9,70%
United Kingdom	-9,80%
Germany	-10,30%
Ireland	-12,00%
South Korea	-13,10%
Slovenia	-13,40%
Serbia	-14,10%

Average Gender Gap - 2025

The **average gender gap** is calculated from the difference in the amount of tasks performed by men and women in a country. This gap reflects, in summary, how evenly or unequally the household chores are distributed between the genders in each country.

Positive gap: Means that men do more chores than women on average.

Negative gap: Means that women do more chores than men on average.

Country	Gender gap (sorted from smallest to largest)
Poland	-14,20%
Slovakia	-14,30%
Greece	-14,40%
China	-14,50%
Argentina	-14,50%
Croatia	-15,10%
Chile	-16,10%
Italy	-17,10%
India	-17,30%
Thailand	-17,70%
Mexico	-18,40%
Brazil	-19,90%
Morocco	-20,50%
Paraguay	-20,80%
Japan	-21,10%
Peru	-22,90%
Turkey	-26,30%
Philippines	-28,00%
Vietnam	-28,1%
Indonesia	-48,0%
Pakistan	-50,7%

Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population

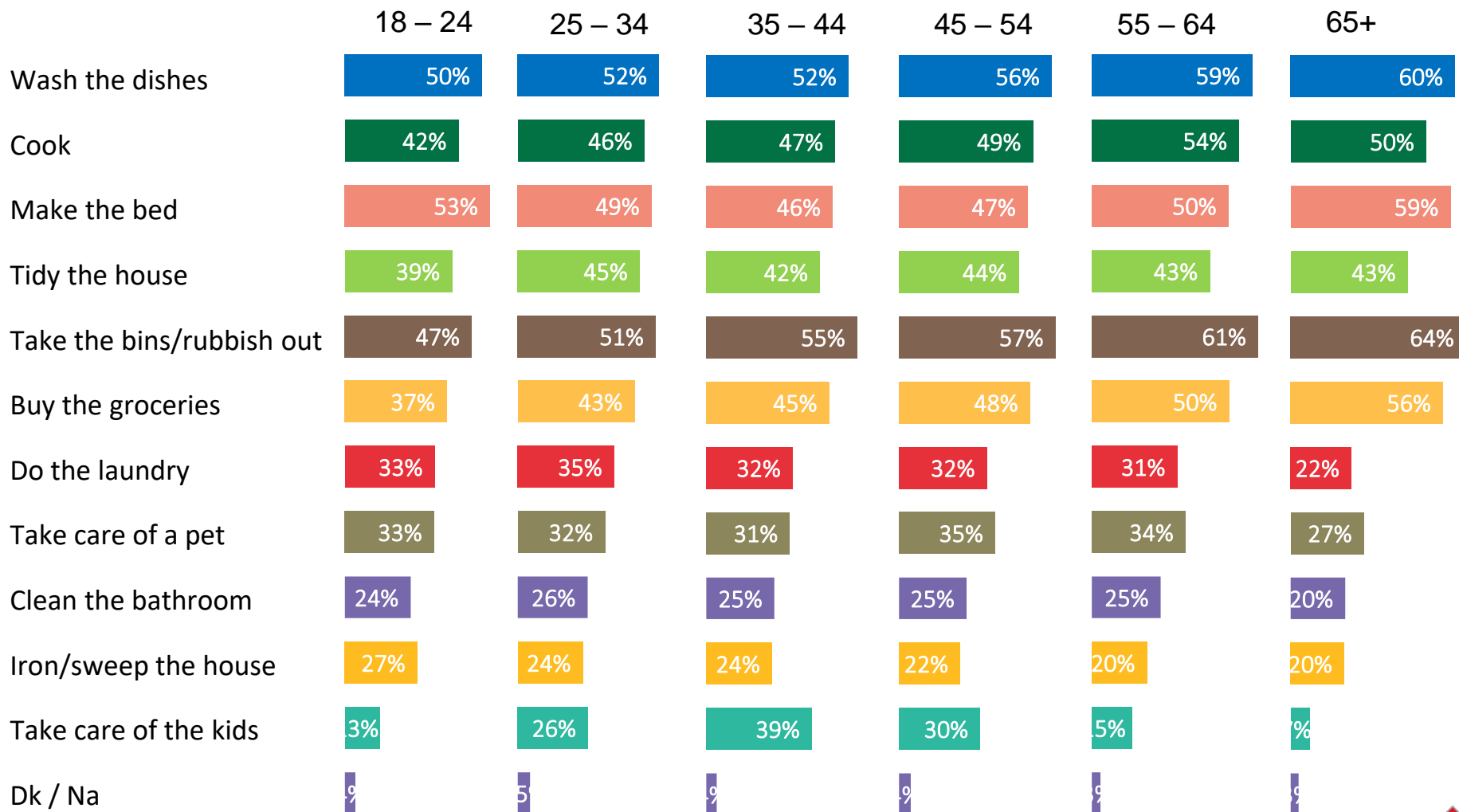
By age group

	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Wash the dishes	60%	64%	66%	68%	69%	69%
Cook	51%	59%	63%	64%	67%	66%
Make the bed	60%	58%	58%	59%	60%	67%
Tidy the house	49%	56%	56%	56%	54%	54%
Take the bins/rubbish out	44%	51%	57%	57%	58%	57%
Buy the groceries	38%	45%	49%	51%	51%	52%
Do the laundry	40%	48%	49%	48%	43%	36%
Take care of a pet	35%	35%	37%	39%	37%	28%
Clean the bathroom	28%	34%	37%	36%	34%	29%
Iron/sweep the house	33%	34%	35%	33%	30%	26%
Take care of the kids	7%	36%	50%	35%	6%	8%
Dk / Na	9%	4%	9%	9%	9%	9%

Household chores made yesterday - 2025

% within male population

By age group



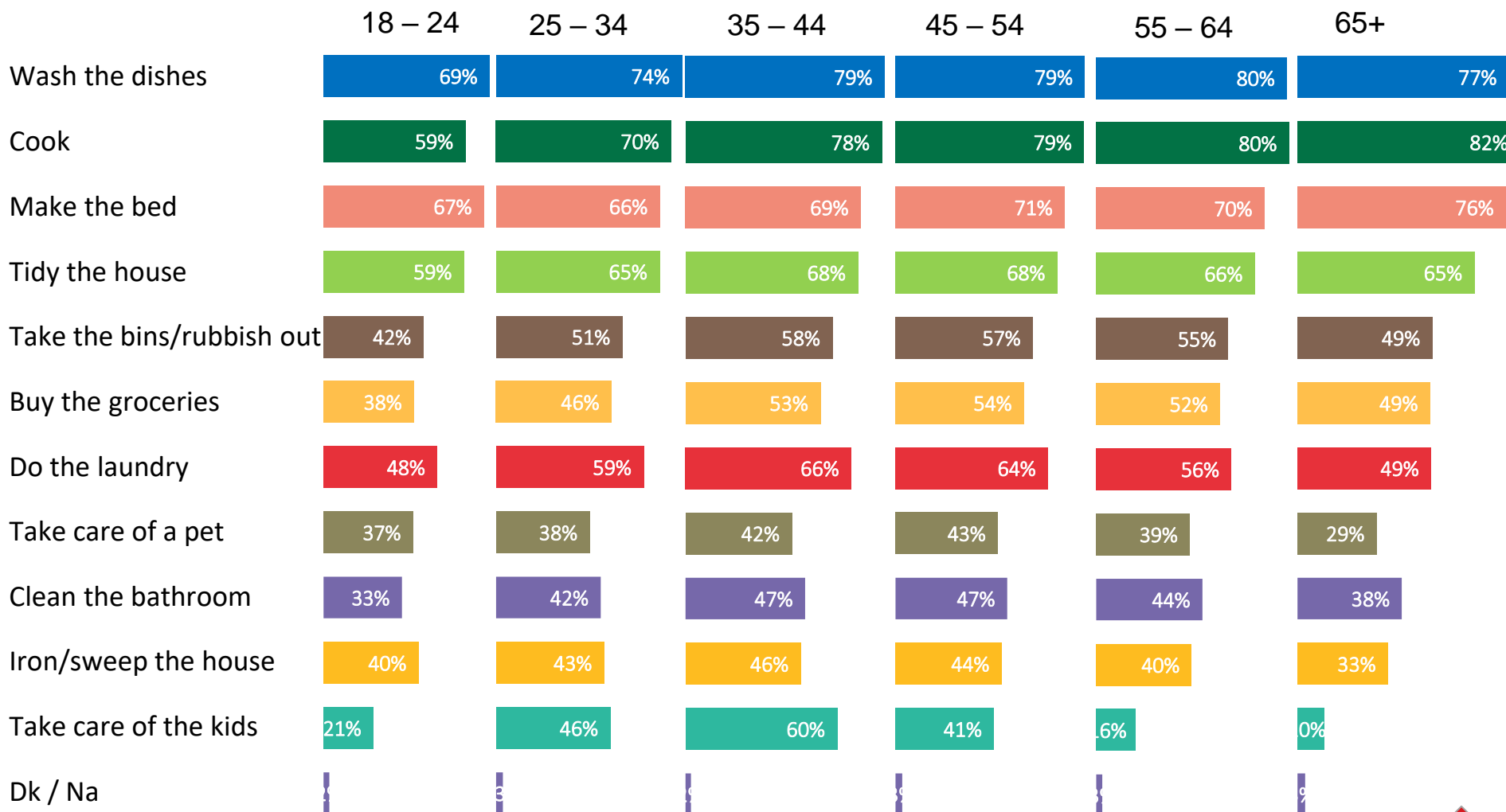
Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By age group



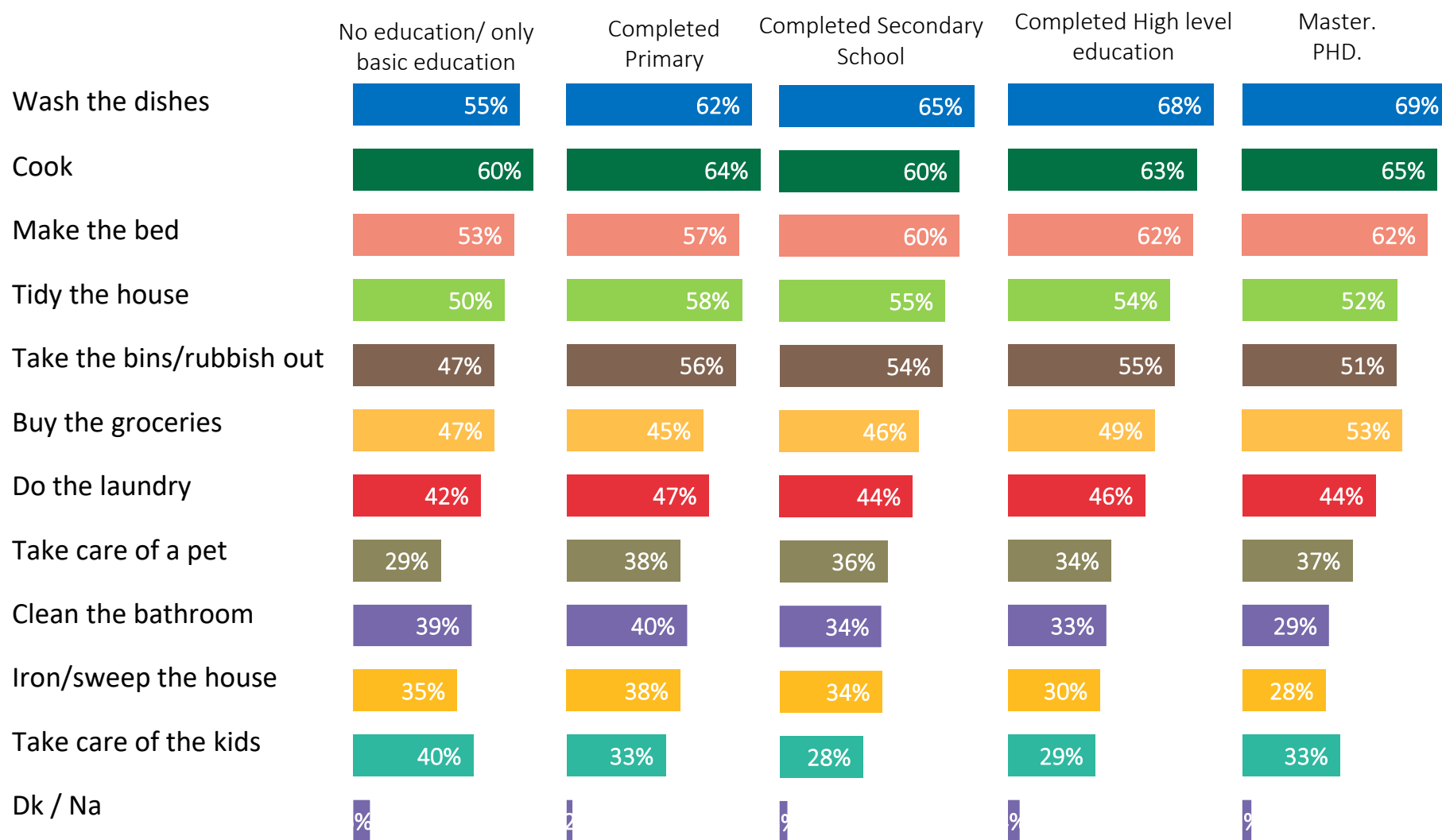
Source: WIN 2025. Female base: 17716 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population

By education level



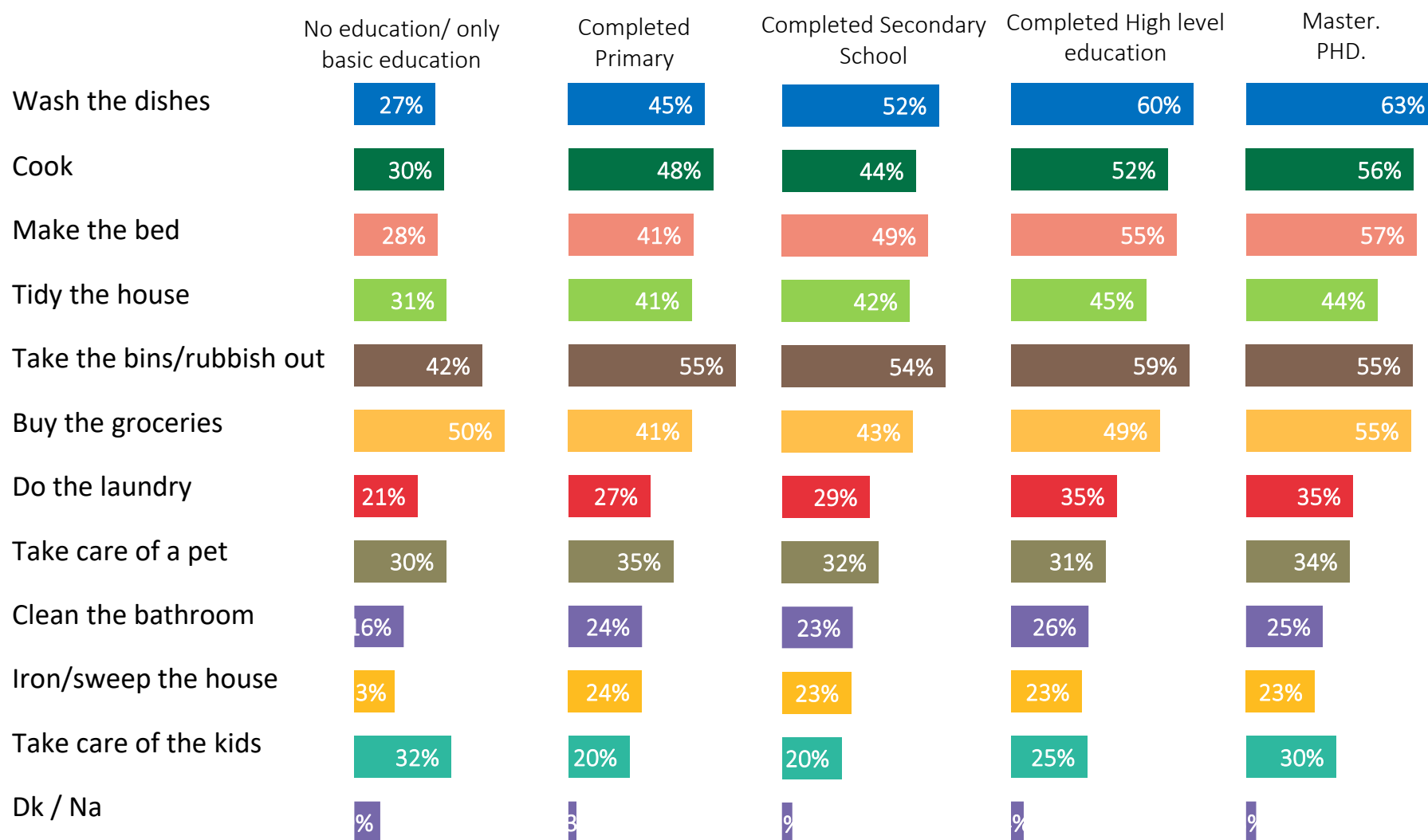
Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within male population

By education level



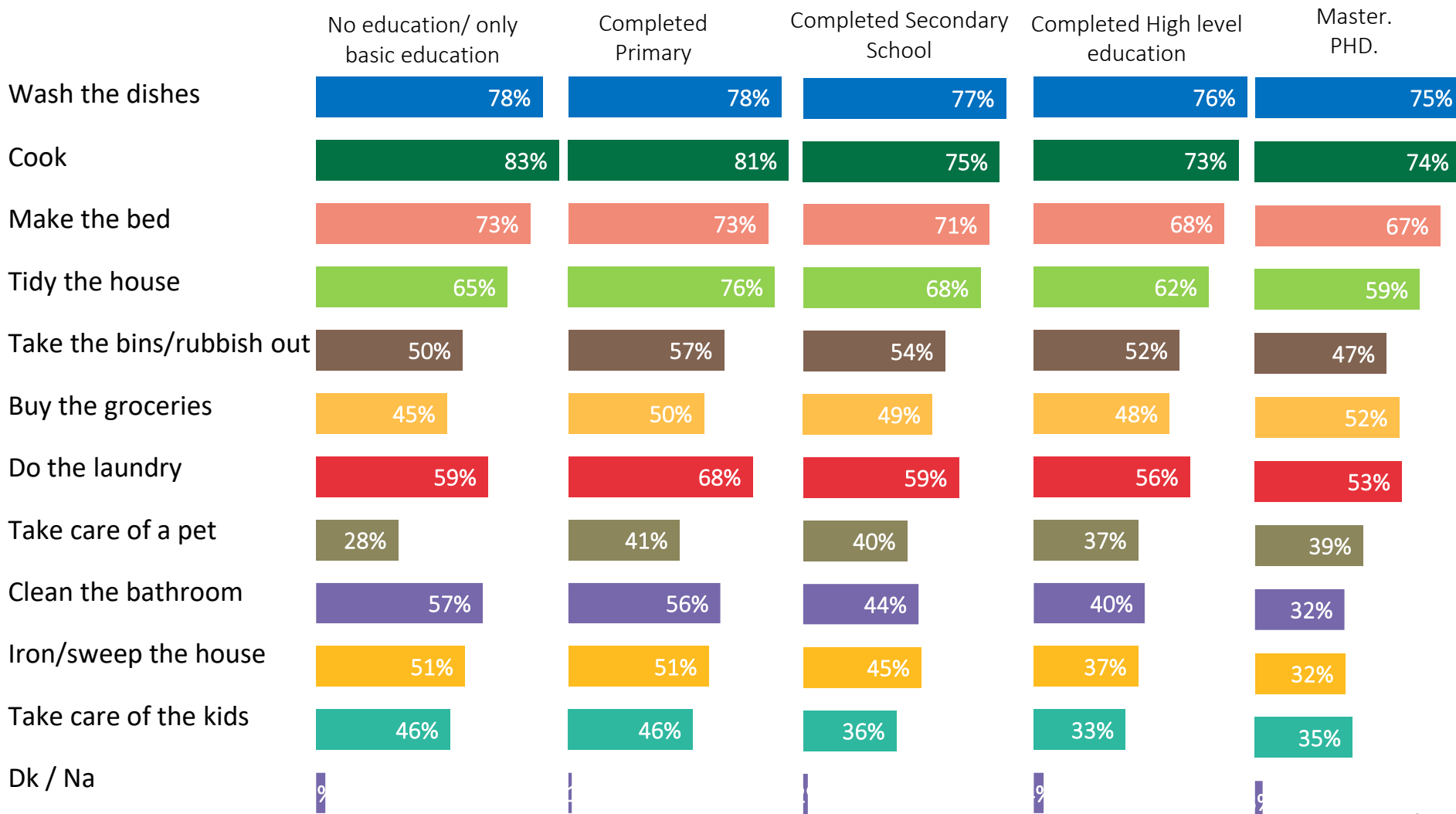
Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By education level



Household chores made yesterday - 2025

% within total population

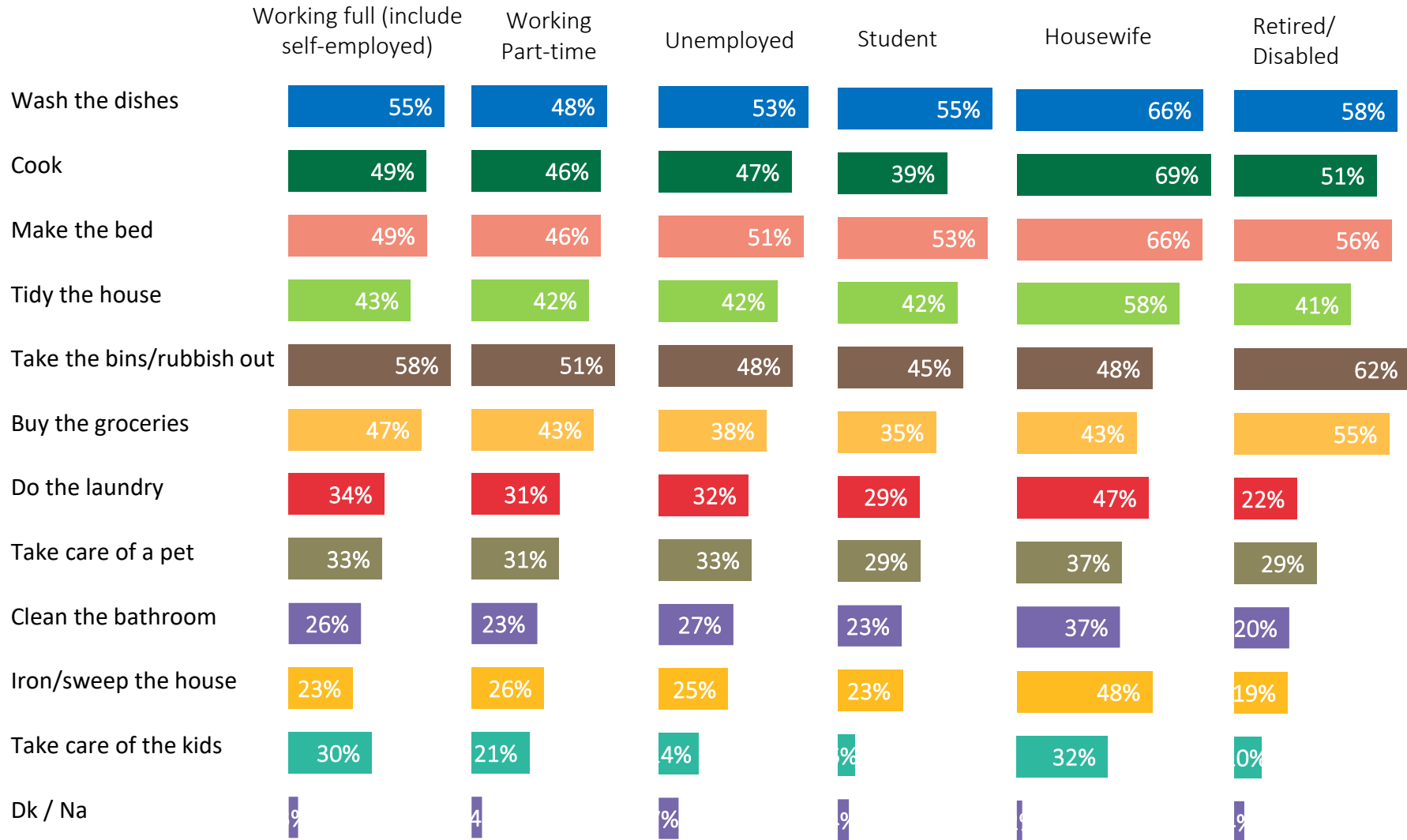
By employment

	Working full (include self-employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Wash the dishes	64%	64%	63%	61%	86%	65%
Cook	59%	61%	58%	46%	88%	63%
Make the bed	56%	58%	60%	58%	78%	64%
Tidy the house	51%	55%	53%	50%	80%	51%
Take the bins/rubbish out	56%	52%	48%	40%	61%	55%
Buy the groceries	49%	47%	38%	35%	56%	51%
Do the laundry	44%	47%	44%	35%	72%	33%
Take care of a pet	37%	37%	36%	32%	35%	31%
Clean the bathroom	32%	34%	33%	24%	62%	26%
Iron/sweep the house	29%	34%	32%	28%	63%	24%
Take care of the kids	33%	29%	22%	8%	60%	10%
Dk / Na	9%	3%	9%	9%	1%	9%

Household chores made yesterday - 2025

% within male population

By employment



Source: WIN 2025. Male base: 17222 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within female population

By employment



	Working full (include self-employed)	Working Part-time	Unemployed	Student	Housewife	Retired/ Disabled
Wash the dishes	76%	76%	72%	66%	87%	74%
Cook	73%	73%	69%	52%	89%	78%
Make the bed	66%	68%	69%	62%	79%	74%
Tidy the house	62%	66%	64%	57%	81%	61%
Take the bins/rubbish out	54%	53%	49%	37%	62%	48%
Buy the groceries	51%	49%	39%	35%	56%	46%
Do the laundry	58%	60%	57%	40%	73%	45%
Take care of a pet	41%	43%	38%	34%	35%	33%
Clean the bathroom	40%	43%	39%	25%	63%	33%
Iron/sweep the house	38%	41%	40%	32%	64%	30%
Take care of the kids	38%	35%	29%	1%	62%	10%
Dk / Na	9%	3%	9%	9%	1%	9%

Source: WIN 2025. Female base: 17716 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population



	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
AR - Argentina	74%	67%	65%	69%	62%	60%	55%	49%	42%	35%	24%
AU - Australia	76%	71%	68%	45%	52%	43%	51%	40%	24%	26%	25%
BR - Brazil	69%	60%	64%	51%	54%	31%	40%	39%	35%	28%	21%
CA - Canada	58%	56%	49%	42%	28%	28%	29%	30%	18%	14%	17%
CL - Chile	69%	58%	69%	57%	51%	41%	46%	49%	43%	33%	32%
CN - China	75%	76%	43%	51%	74%	43%	70%	23%	48%	26%	38%
DE - Germany	59%	59%	61%	67%	54%	39%	39%	33%	24%	14%	20%
EC - Ecuador	44%	39%	45%	55%	41%	49%	32%	31%	30%	43%	28%
ES - Spain	76%	77%	79%	58%	64%	62%	42%	39%	37%	37%	23%
FI - Finland	64%	67%	53%	59%	50%	54%	36%	29%	9%	26%	14%
FR - France	68%	68%	65%	58%	51%	49%	41%	45%	26%	34%	23%
GB - United Kingdom	71%	66%	67%	30%	46%	47%	47%	40%	31%	27%	24%
GR - Greece	71%	63%	68%	53%	64%	58%	43%	34%	32%	30%	31%
HK - Hong Kong	64%	60%	56%	40%	69%	52%	55%	30%	34%	25%	28%
HR - Croatia	71%	62%	75%	52%	70%	40%	38%	42%	34%	30%	31%
ID - Indonesia	55%	49%	65%	64%	76%	53%	52%	15%	51%	52%	40%
IE - Ireland	75%	71%	70%	65%	48%	44%	46%	42%	30%	31%	25%
IN - India	63%	67%	65%	28%	38%	67%	48%	56%	46%	39%	41%
IT - Italy	61%	69%	66%	48%	46%	50%	47%	38%	38%	48%	30%
JP - Japan	70%	59%	51%	51%	47%	53%	55%	18%	47%	24%	14%

Household chores made yesterday - 2025

% within total population



	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
KR - South Korea	68%	53%	58%	62%	55%	40%	53%	15%	26%	22%	15%
MA - Morocco	53%	58%	53%	41%	45%	43%	35%	19%	30%	14%	31%
MX - Mexico	72%	72%	75%	43%	68%	47%	47%	51%	40%	45%	44%
MY - Malaysia	69%	51%	52%	36%	42%	40%	53%	25%	32%	31%	29%
NL - Netherlands	66%	55%	47%	48%	35%	47%	40%	37%	10%	32%	21%
NO - Norway	64%	74%	47%	68%	60%	49%	41%	31%	13%	9%	20%
PE - Peru	74%	55%	82%	75%	63%	54%	50%	51%	59%	68%	46%
PH - Philippines	68%	73%	51%	69%	59%	26%	54%	40%	47%	48%	44%
PK - Pakistan	41%	42%	43%	35%	39%	62%	32%	31%	31%	37%	60%
PL - Poland	63%	52%	61%	40%	46%	61%	31%	33%	14%	26%	17%
PY - Paraguay	60%	62%	70%	73%	57%	50%	50%	51%	45%	-	39%
RS - Serbia	75%	66%	83%	55%	75%	75%	35%	40%	34%	29%	31%
SE - Sweden	69%	66%	53%	65%	58%	47%	32%	37%	19%	15%	23%
SI - Slovenia	69%	63%	64%	61%	62%	50%	33%	40%	27%	17%	26%
SK - Slovakia	74%	57%	70%	41%	52%	43%	34%	38%	19%	16%	26%
TH - Thailand	66%	48%	35%	30%	59%	72%	49%	35%	26%	30%	22%
TR - Turkey	62%	64%	72%	73%	69%	67%	48%	35%	51%	47%	58%
US - United States	47%	41%	40%	33%	26%	25%	28%	33%	21%	14%	12%
VN - Vietnam	74%	65%	63%	78%	83%	56%	68%	15%	53%	84%	44%

Source: WIN 2025. Base: 34946 cases.

Q9. Which of the following household chores did you do yesterday?

Household chores made yesterday - 2025

% within total population

	Wash the dishes	Cook	Make the bed	Tidy the house	Take the bins/rubbish out	Buy the groceries	Do the laundry	Take care of a pet	Clean the bathroom	Iron/sweep the house	Take care of the kids
Americas	64%	57%	63%	55%	50%	42%	42%	43%	37%	33%	29%
APAC	65%	61%	54%	52%	57%	48%	53%	29%	41%	39%	35%
Europe	68%	66%	63%	55%	54%	50%	40%	37%	24%	27%	23%
MENA	59%	61%	65%	61%	59%	58%	43%	29%	43%	34%	48%

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 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	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
6	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
7	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
8	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
9	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2023
10	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
11	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
12	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
13	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
14	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
15	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	13-16 December 2024
18	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
19	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
20	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

Total of 34.945 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
22	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
23	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
24	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
25	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
26	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
27	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
28	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
29	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
30	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
31	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
32	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
33	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
34	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
35	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
38	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025