

World Immunization Week

Worldviews Survey 2025





"DIFFERENT TYPES OF INNOVATIVE MEDICINE: PERSONALIZED BASED ON GENETIC TRAITS, INTERACTING WITH DNA, OR WITH CELLULAR COMPONENTS TO PROTECT THE BODY"



Different types of innovative medicine

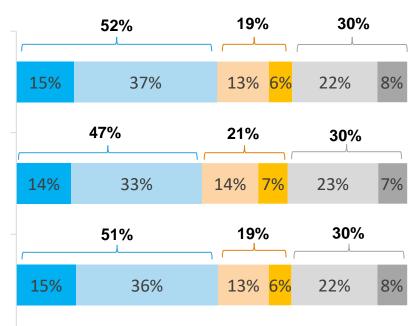
% within total population



Medicine that is personalised to the individual based on their genetic traits

Medicine that interacts with DNA to protect the body

Medicine that interacts with components in cells to protect the body against disease

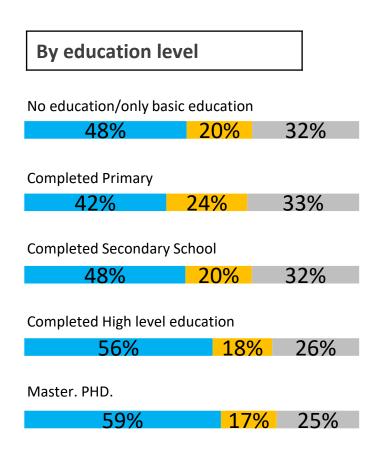


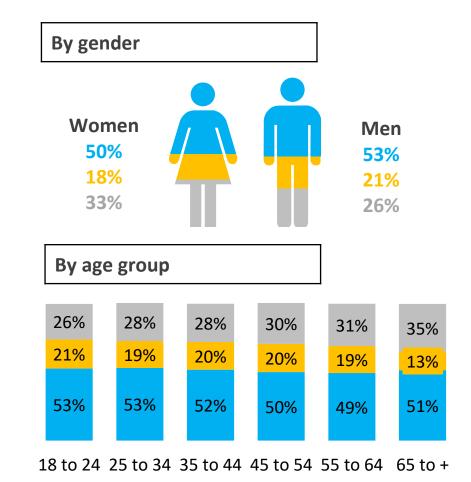
Very comfortable	Comfortable	Uncomfortable	Very uncomfortable	I do not know enough/ am unsure how I feel	Don't know/Prefer not to say
------------------	-------------	---------------	-----------------------	--	---------------------------------



Medicine that is personalised to the individual based on their genetic traits

% within total population





Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

4



Medicine that is personalised to the individual based on their genetic traits

% within total population

29%	25%	28%	33%	34%	18% 7%	15% 17%	17% 14%	20% 17%	.5% 22%	7% 23%	35%	% 27%	<mark>6</mark> 28%	24% 18%	28%	35%	34%	32%	32%	29%	25%	25%	33%	31%	31%	28%	17%	24%	42%	30%	36%	40%	30%	42%	42%	45%	20%	54%	79%	31%	43%	48%
19%	21%	19%	16%	31%						17	%9	14%	14%	2	14%	<mark>3%</mark>	10%	12%	12%	16%	21%	22%	15%	17%	17%	23%	%98	29%	12%	24%	20%	16%	76%	15%	15%	15%	40%	<mark>%9</mark>	35%	33%	26%	<mark>56% 28% 29% 29% 29% 29% 29% 29% 29% 29% 29% 29</mark>
51%	23%	23%	20%	34%	76	%89	%89	% 89	% 29	%09	%09	29%	29%	28%	28%	28%	%95	25%	25%	25%	54%	23%	52%	25%	51%	49%	47%	47%	46%	46%	44%	44%	44%	43%	42%	40%	40%	40%	38%	37%	31%	26% 2
TOTAL	APAC	Americas	Europe	MENA	China	Mexico	India	Peru	Spain	Australia	Finland	United Kingdom	Serbia	Hong Kong	United States	South Korea	Sweden	Ireland	Croatia	Vietnam	Germany	Chile	Canada	Pakistan	Slovakia	Malaysia	Philippines	Greece	Thailand	Slovenia	Argentina	Indonesia	Italy	France	Netherlands	Norway	Morocco	Paraguay	Ecuador	Japan	Turkey	Poland

Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

5

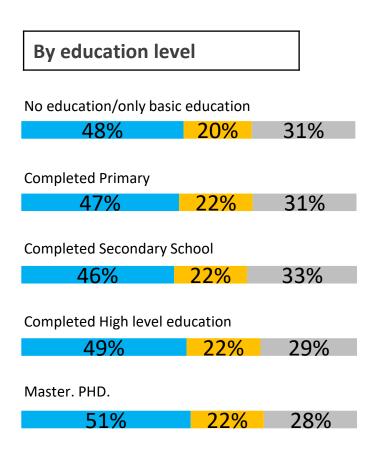
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

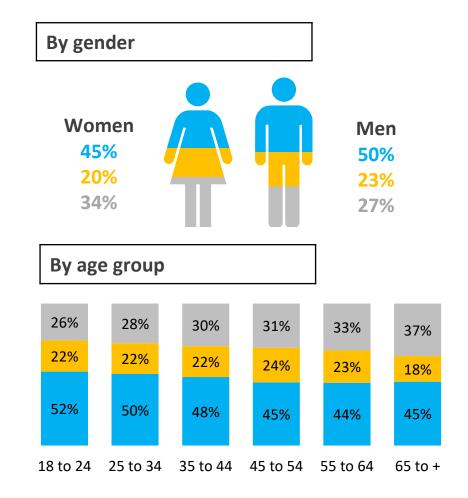


Q18_01 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits

Medicine that interacts with DNA to protect the body

% within total population





Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

6

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.



Q18_02 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with DNA to protect the body

Medicine that interacts with DNA to protect the body

% within total population

30%	21% 25%	28%	36 %	36%	17% 10%	11% 21%	20% 16%	21% 16%	21% 16%	27% 14%	1 <mark>8%</mark> 27%	<mark>4%</mark> 31%	20% 25%	22% 25%	31%	31% 19%	40%	34%	41%	32%	44%	25% 26%	% 27%	32%	35%	38%	39%	40%	37%	30%	6 25%	39%	53%	37%	20%	42%	32%	30%	79%	52%	46%	48%
6 21%	54%	2	21%	37%	73%	%89	64%	93%	93%	29%	26%	55% 1 ¹	25%	54%	% 19%	%	% 10%	% 16%	% 10%	% 19%	<mark>%/</mark>		9 26%	6 21%	6 19%	17%	18%	16%	21%	29%	34%	22%	<mark>%8</mark>	79%	43%	22%	33%	37%	43%	20%	33%	31%
47%		20%	42%	28%			T			ı	T				20%	20%	20%	20%	49%	49%	48%	48%	47%	47%	46%	45%	44%	44%	42%	41%	41%	39%	39%	37%	37%	36 %	35%	32%	31%	28%	22%	
TOTAL	APAC	Americas	Europe	MENA	China	Vietnam	India	Peru	Mexico	Philippines	United Kingdom	Pakistan	Spain	Australia	Serbia	Hong Kong	Thailand	Sweden	South Korea	Argentina	Finland	Chile	Malaysia	United States	Ireland	Netherlands	Croatia	Indonesia	Canada	Germany	Ecuador	Slovakia	Paraguay	Slovenia	Morocco	France	Italy	Japan	Greece	Norway	Turkey	Poland

Very comfortable + Comfortable

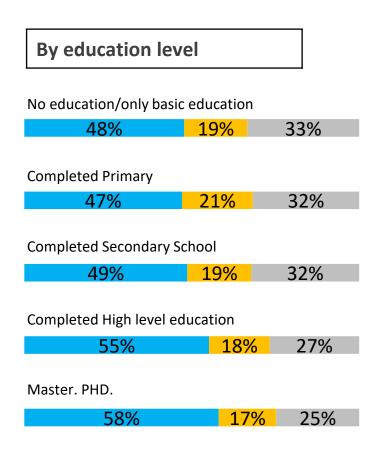
Uncomfortable + very uncomfortable

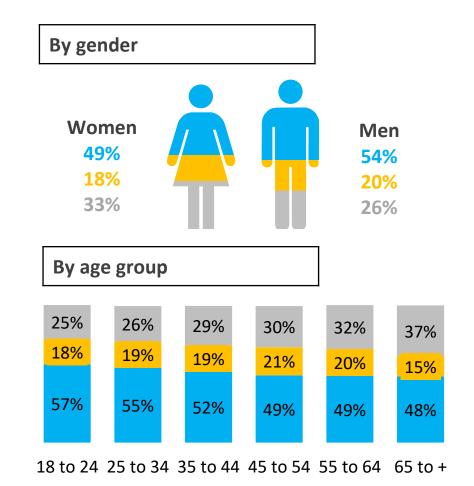
I do not know enough/ am unsure how I feel + Don't know/Prefer not to say



Medicine that interacts with components in cells to protect the body against disease

% within total population





Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say



Medicine that interacts with components in cells to protect the body against disease

% within total population

30%	6 24%	76%	36%	35%	16% 9%	8% 17%	14% 12%	13% 13% 13%	20% 16%	<mark>4%</mark> 24%	26% 14%	<mark>%</mark> 23%	<mark>%</mark> 23%	29%	33%	30%	41%	36%	24%	24%	31%	% 17%	40%	43%	33%	33%	33%	40%	18%	30%	34%	76%	40%	42%	25%	44%	30%	44%	31%	51%	47%	46%
19%	19%	18%	18%	32%	%	9	.0	.0		77		17%	17%	15%	12%	15%	<mark>%9</mark>	11%	23%	23%	17%	31%	<mark>%8</mark>	<mark>2%</mark>	16%	16%	16%	11%	36%	25%	22%	32%	18%	16%	34%	16%	31%	19%	33%	15% 15%	27%	%
51%	21%	26%	46%	33%	%9 2	75%	74%	74%	% 29	62%	%09	%09	29%	%95	25%	25%	23%	23%	23%	23%	52%	25%	52%	52%	51%	51%	51%	49%	46%	45%	44%	43%	42%	41%	41%	39%	38%	37%	35%	34%		
TOTAL	APAC	Americas	Europe	MENA	China	Vietnam	India	Mexico	Peru	United Kingdom	Philippines	Spain	Australia	United States	Ireland	Pakistan	Paraguay	Sweden	Malaysia	Chile	Serbia	Hong Kong	South Korea	Finland	Argentina	Canada	Slovakia	Thailand	Morocco	Germany	Slovenia	Ecuador	Croatia	Indonesia	Greece	France	Italy	Netherlands	Japan	Norway	Poland	Turkey

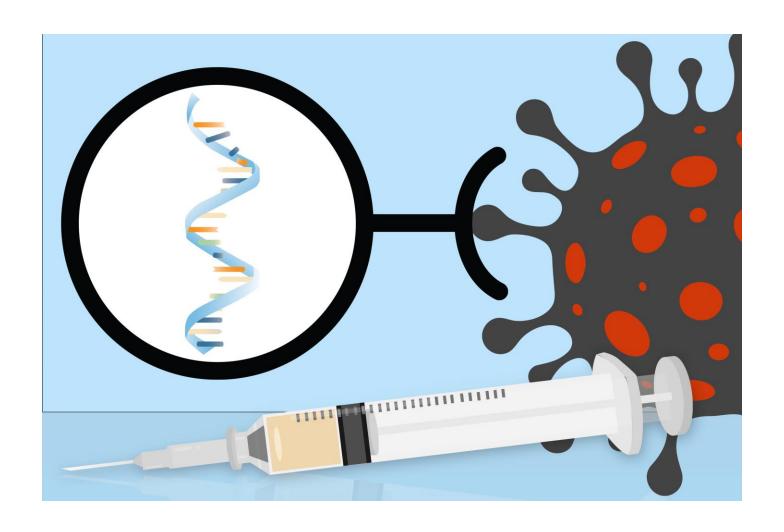
Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say





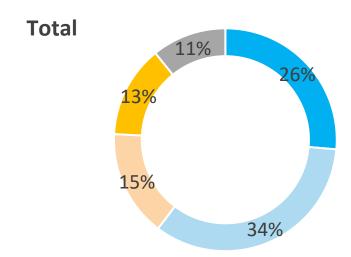




% within total population

DEFINITION

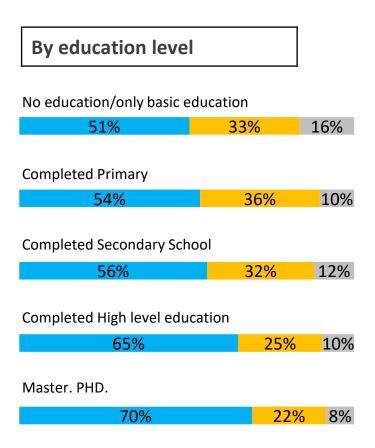
mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future.

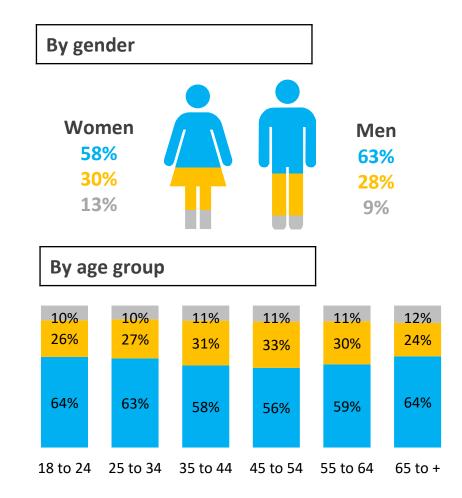


Definitely yes	Unsure, but leaning towards yes	Unsure, but leaning towards no	Definitely no	Don't know/Prefer not to say
----------------	------------------------------------	-----------------------------------	---------------	---------------------------------



% within total population





Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say





% within total population

	78% 8%	78% 9%	14%			10%%	13%%	15%%	17% 9%	18% 10%	16% 12%	21% 8%	24% 7%	73% 9%	24% 9%	22% 11%	27% 7%	<mark>%</mark> 14%	27% 8%	30% 2%	<mark>%</mark> 12%	% 14%	35% 2%	% 11%	16%	36% 2%	% 10%	35% 4 %	14%	11%	23%	13%	17%	%0 %	10%	22%	11%	11%	13%	16%	28%	31%	5%
29%	28	28	27%	K1%	5	%98	85%	%							7	2		50%	2		73%	25%		27%	22%		29%	3	79%	32%	23%	35%	32%	%05	42%	30%	41%	42%	40%	41%	36%	39%	74%
%09	%E9	93%	%09	33%		86	85	83%	73%	72%	72%	71%	%69	%69	%19	%19	%99	%99	%59	%59	64%	64%	93%	97 %	%29	%29	61%	%09	21%	%95	54%	51%	51%	20%	48%	48%	47%	47%	47%	43%	36 %	30%	24%
TOTAL	Americas	APAC	Europe	MENA		China	Vietnam	Mexico	Finland	Sweden	Norway	India	South Korea	Greece	Ireland	Spain	Hong Kong	Australia	Thailand	Peru	Canada	United Kingdom	Philippines	Malaysia	Argentina	Paraguay	Germany	Ecuador	United States	Italy	Netherlands	Chile	Pakistan	Indonesia	Serbia	France	Morocco	Slovakia	Slovenia	Croatia	Poland	Japan	Turkey

Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say





Traditional vaccine

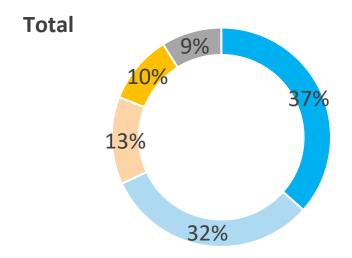


Traditional vaccine

% within total population

DEFINITION

Traditional vaccines use an inactive or weakened virus to build immunity.

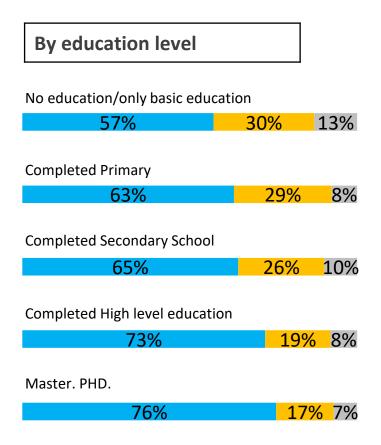


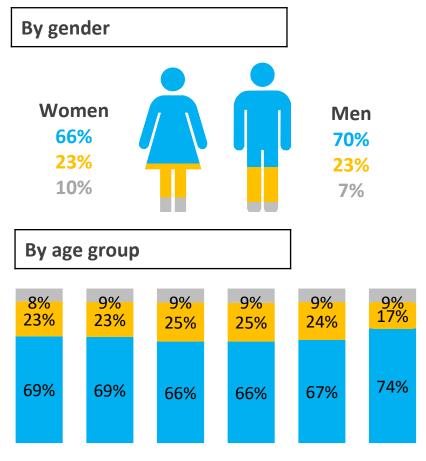
Definitely yes	Unsure, but leaning towards yes	Unsure, but leaning towards no	Definitely no	Don't know/Prefer not to say
----------------	---------------------------------	--------------------------------	---------------	---------------------------------



Traditional vaccine

% within total population





18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 to +

Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

16



Traditional vaccine

% within total population

	22% 8%	20% 11%	24% 7%	20%		12	10% 7%	17%1%	10% 8%	11% 8%		11% 9%	20% 4%	23% 1%	15% 9%	19% 7%	21% 6%	23% 4%	16% 11%	118% 11%	118% 11%	15% 15% 15%	26% 4%	21% 9%	27% 4%	73% 9%	18% 14%	23% 12%	27% 9%	27% 13%	30% 10%	31% 11%	34% 7%	30% 11%	32% 10%	29% 14%	22% 23%	34% 11%	46% 0%	31% 23%	33% 25%	61% 2%
%89 ****	71%	%69	%89	45%	%26	82%	83%	85%	81%	81%	%08	%08	%LL	%9 L	%9 L	74%	73%	73%	73%	71%	71%	71%	%0 2	%0 2	%69	%89	%89	%59	%E9	%09	%09	29%	29%	28%	28%	%95	25%	25%	54%	45%	41%	37%
TOTAL	Americas	Europe	APAC	MENA	Vietnam	Mexico	Finland	Paraguay	Greece	Norway	South Korea	Sweden	China	Philippines	Spain	Thailand	Ireland	Ecuador	Argentina	Canada	United Kingdom	Australia	Hong Kong	Malaysia	Peru	Germany	Netherlands	United States	Serbia	Croatia	Slovenia	India	Morocco	Chile	Italy	Pakistan	France	Slovakia	Indonesia	Poland	Japan	Turkey

Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say





METHODOLOGY

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

	Country	Company Namo	Methodolog	Sample	Coverage	2023-2024
	Country	Company Name	У	Sample	Coverage	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

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

METHODOLOGY

	Country	Company Namo	Mothodology	Cample	Coverage	2023-2024
	Country	Company Name	Methodology	Sample	Coverage	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)	САРІ	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	САРІ	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025

