



WIN

Worldwide
Independent Network
Of Market Research



World Sleep Day

Worldviews Survey 2025



HEALTH-RELATED HABITS

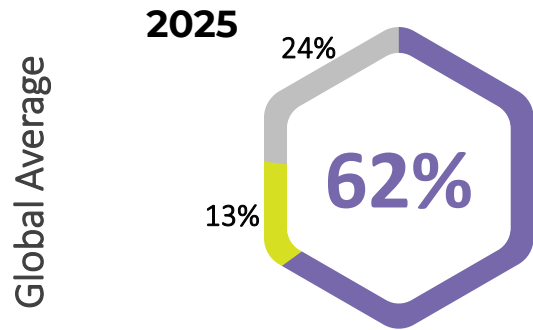
- Sleep well -

Sleep well

% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

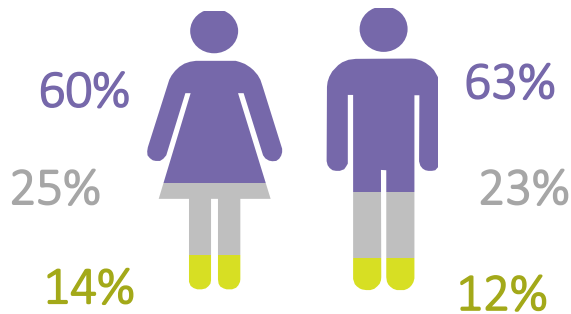
■ A lot/ very often/ moderately/ fairly often
 ■ A Little/ Sometimes
 ■ Very Little/ Occasionally/ Never



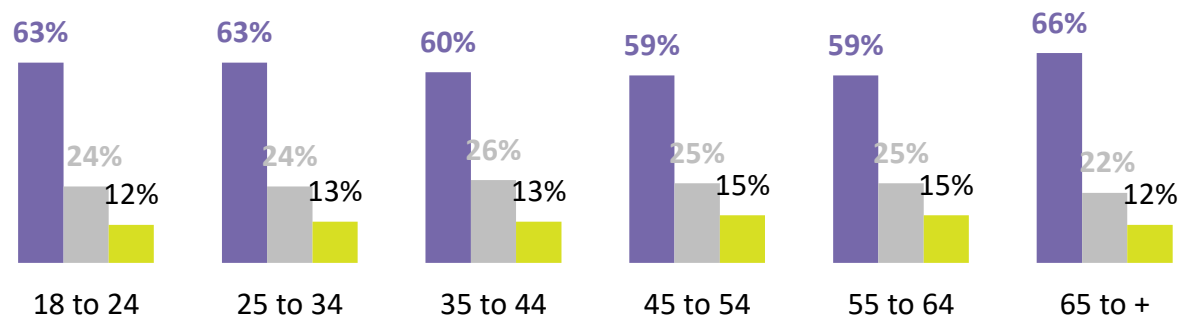
2018	2019	2020	2021	2025	Variation
64%	61%	64%	65%	62%	-3
12%	13%	12%	12%	13%	+1
23%	25%	23%	23%	24%	+1



By gender



By age group



Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

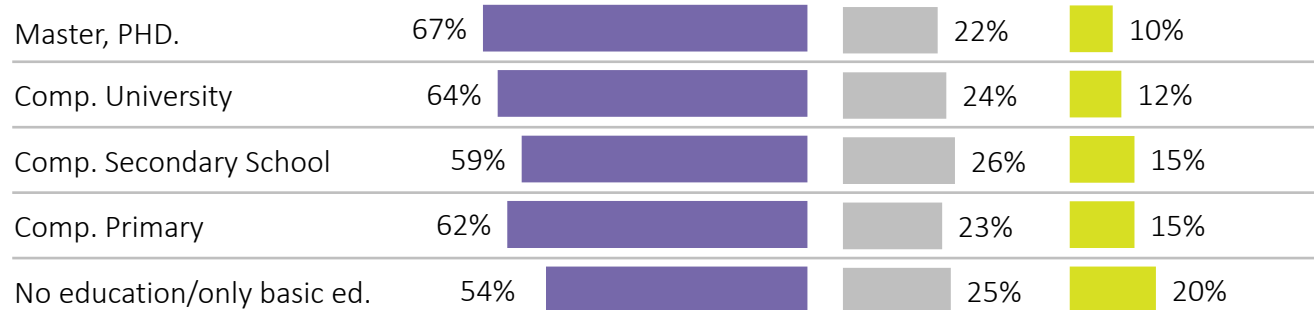
Sleep well

% within total population

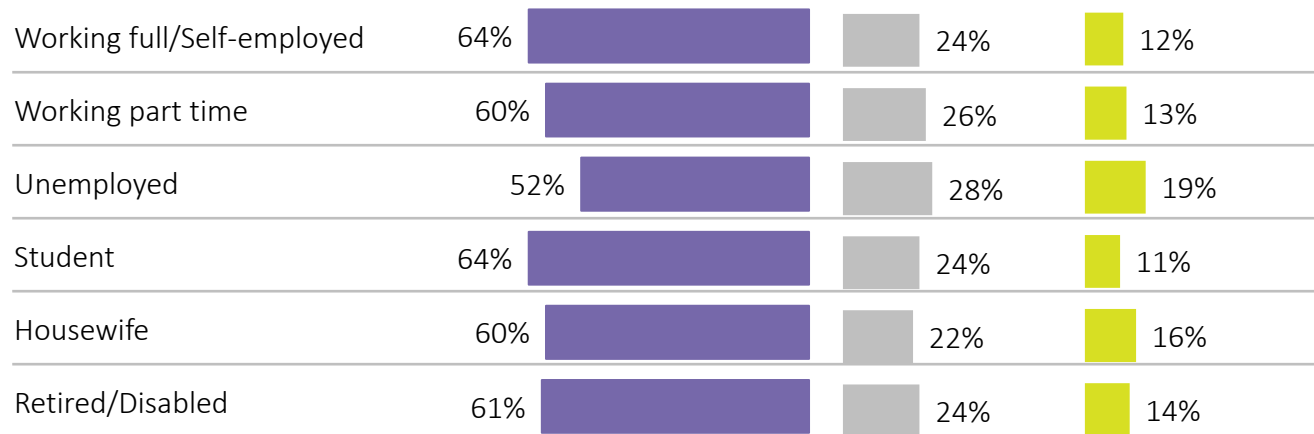
HOW OFTEN DO PEOPLE SLEEP WELL?

■ A lot/ very often/ moderately/ fairly often ■ A Little/ Sometimes ■ Very Little/ Occasionally/ Never

By education level



By employment



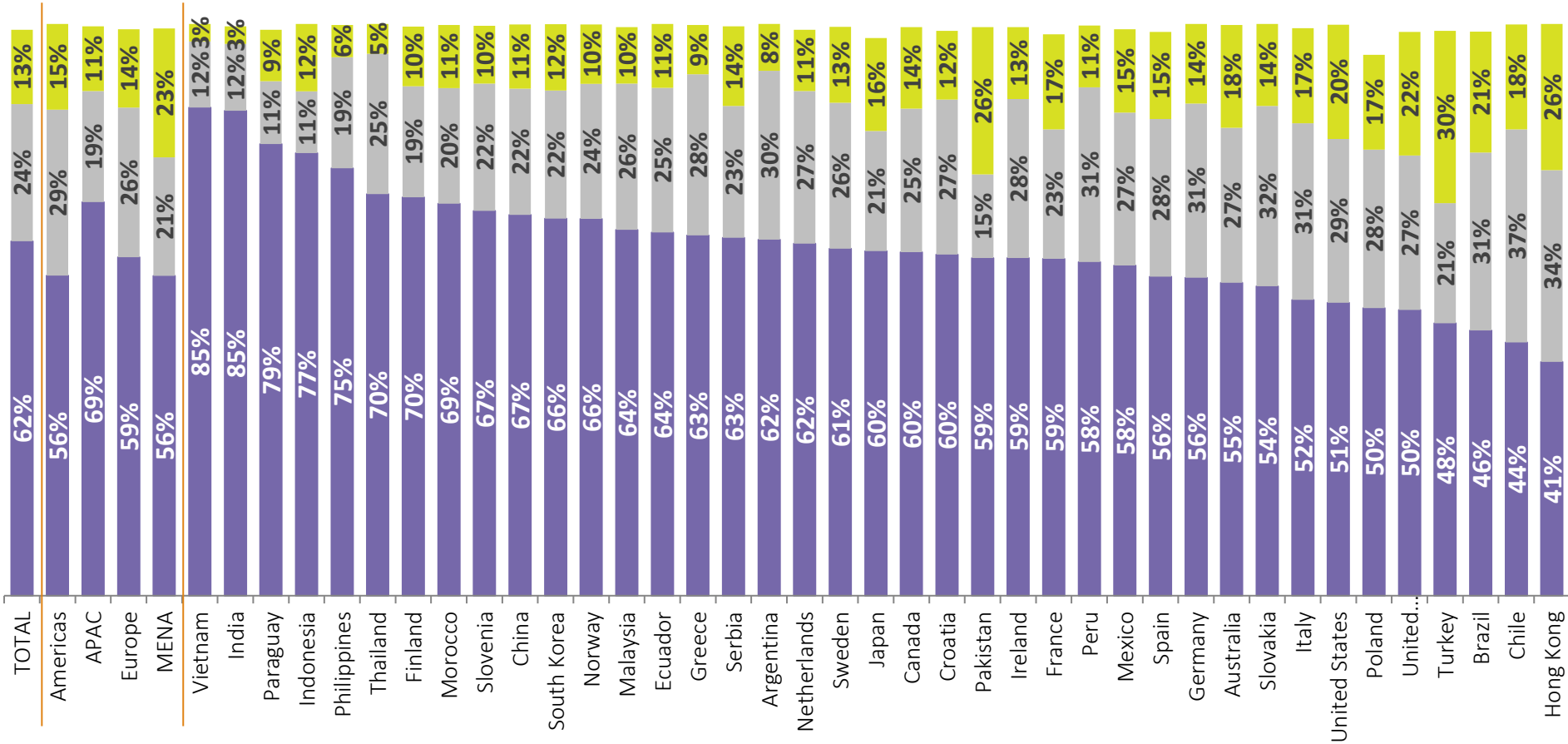
Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

Sleep well

% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

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Source: WIN 2025. Base: 34,946 cases. The percentages of Dk / Nr have not been plotted.



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Sleep well - A lot/very often/ moderately/fairly often

% within total population

	2021	2025
GLOBAL AVERAGE	65%	62%
Vietnam	91%	85%
India	81%	85%
Paraguay	80%	79%
Indonesia	71%	77%
Philippines	87%	75%
Thailand	81%	70%
Finland	69%	70%
Morocco	No data	69%
Slovenia	71%	67%
China	52%	67%
South Korea	69%	66%
Norway	No data	66%
Malaysia	61%	64%
Ecuador	72%	64%
Greece	59%	63%
Serbia	70%	63%
Argentina	56%	62%
Netherlands	No data	62%
Sweden	No data	61%
Japan	66%	60%
Canada	60%	60%

	2021	2025
Croatia	66%	60%
Pakistan	79%	59%
Ireland	60%	59%
France	61%	59%
Peru	66%	58%
Mexico	53%	58%
Spain	63%	56%
Germany	57%	56%
Australia	No data	55%
Slovakia	No data	54%
Italy	59%	52%
United States	59%	51%
Poland	58%	50%
United Kingdom	52%	50%
Turkey	50%	48%
Brazil	55%	46%
Chile	40%	44%
Hong Kong	49%	41%

Source: WIN 2025. Base: 34,946 cases.

Q2_06 - How often would you say that you: Sleep well



STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER

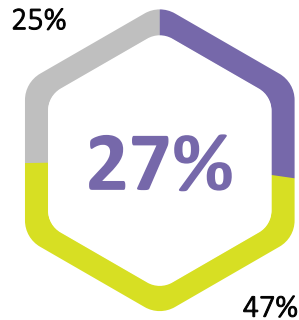
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

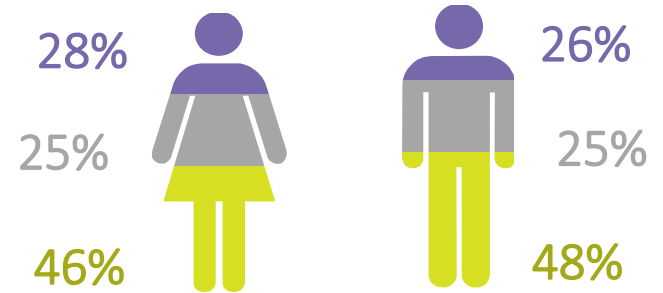
HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

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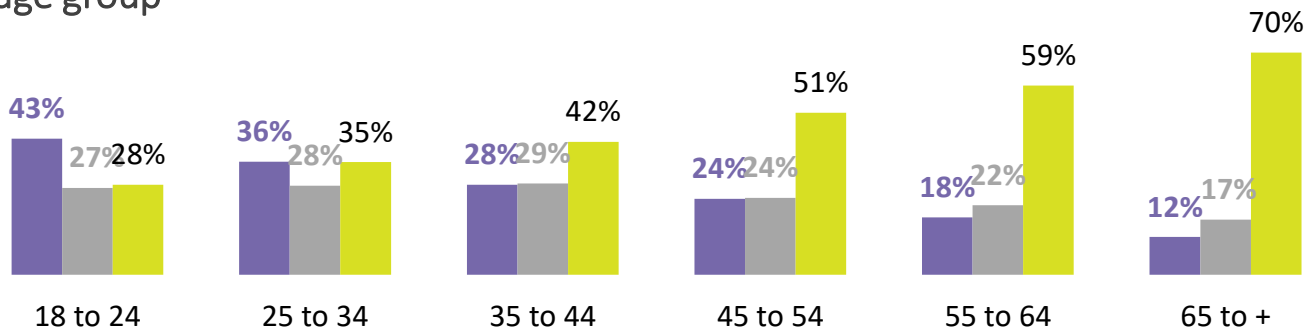
Global Average 2025



By gender



By age group



Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.



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Q5_02 - Have you ever experienced any of the following?: Stayed up late at night using your phone or computer, resulting in less sleep than you need

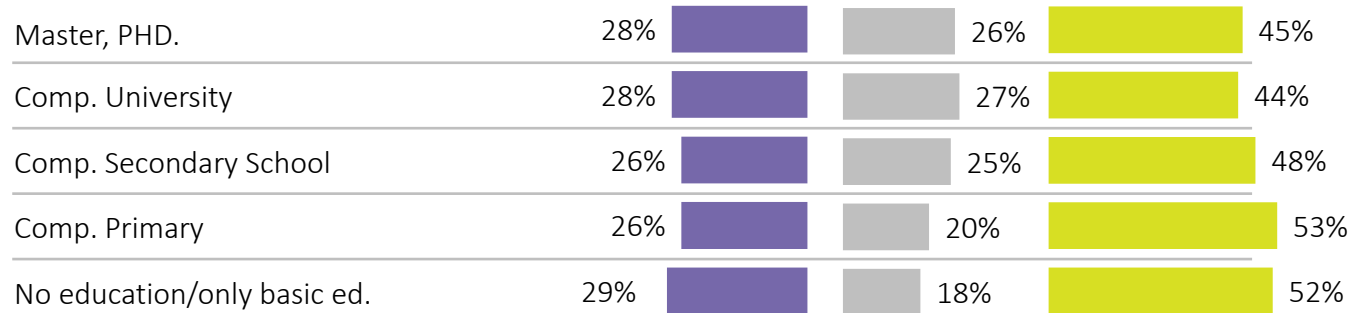
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

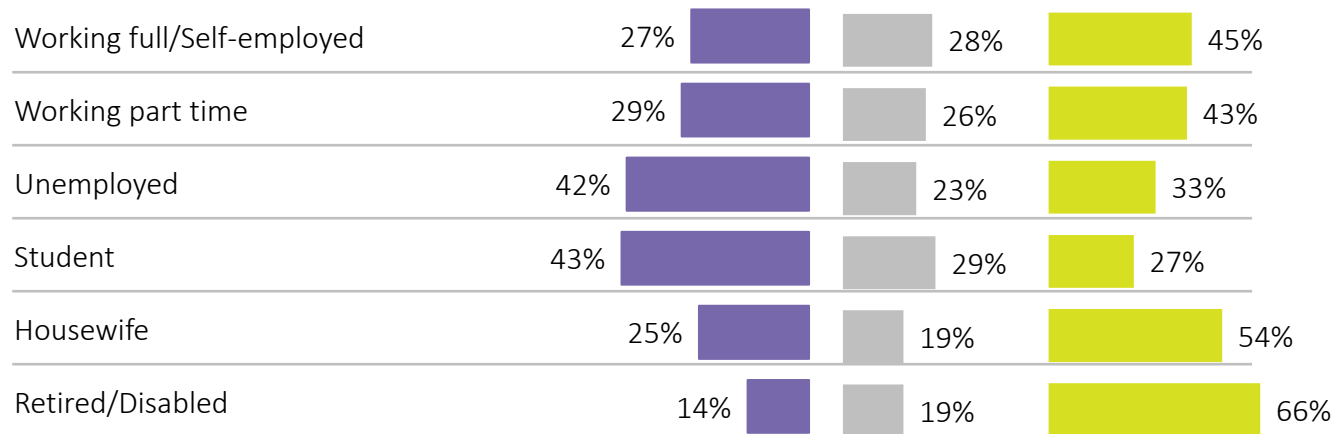
HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

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By education level



By employment



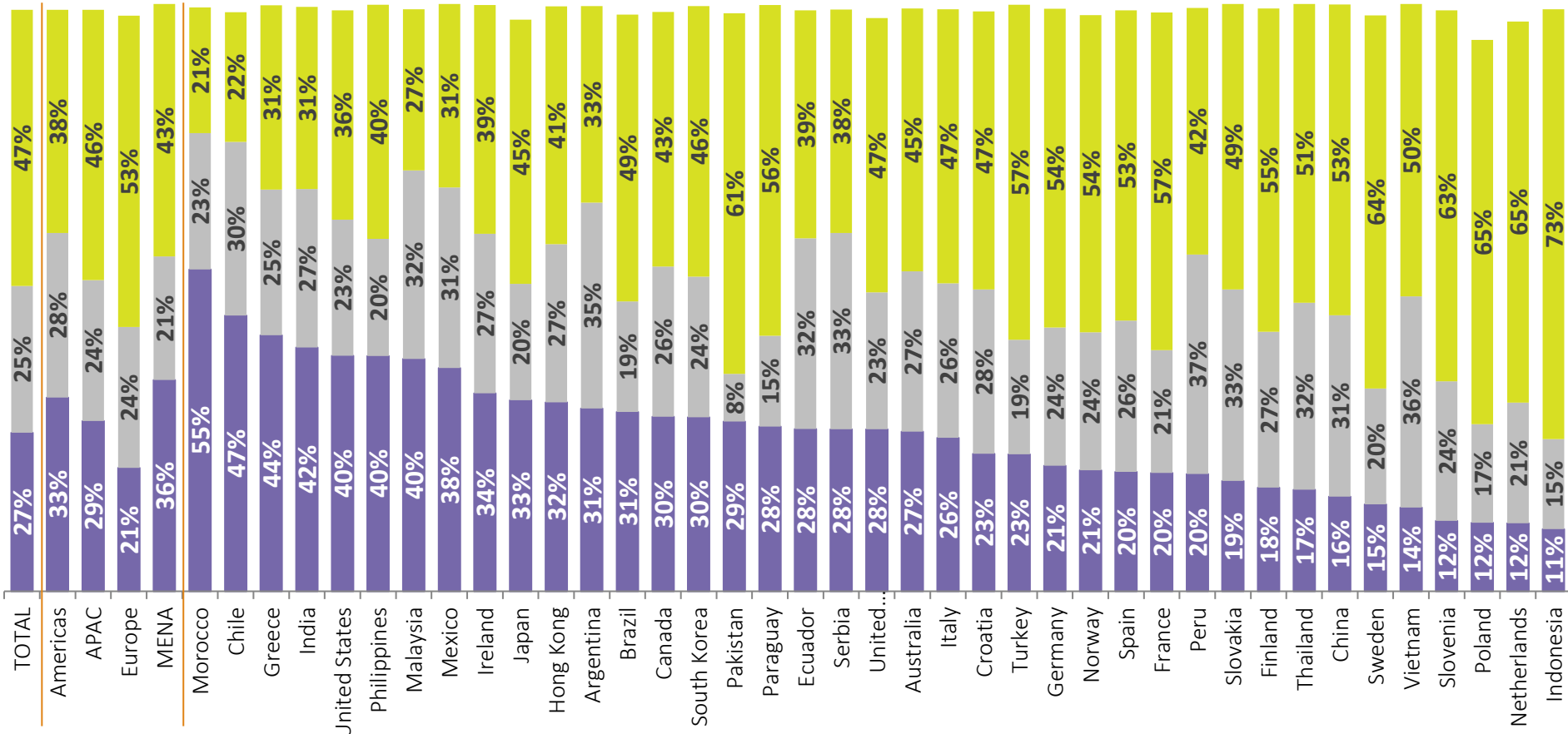
Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

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?

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Q5_02 - Have you ever experienced any of the following?: Stayed up late at night using your phone or computer, resulting in less sleep than you need

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

	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