

Stress Levels Rise Around the World

8th April 2024

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, reveals the Annual WIN World Survey, exploring the views and beliefs of over 33,000 people in 39 countries across the globe. Today WIN releases the latest results of the survey to uncover the findings, any improvements, or developments, made globally in various areas related to **health**, including mental health and stress.

Access the full report [here](#).

Mapping Health Scores around the World

The perception of health levels around the world is positive, with 57% feeling healthy, and 17% very healthy. Numbers, however, are still slightly below the pre-pandemic level when a total of 76% globally reported to feel healthy or very healthy.

While the previous wave showed that the country with the highest reported levels of poor health was Poland (49% of respondents), this year is Nigeria with 50% of people reporting poor health. Overall, Africa emerges to be the region with poorest perceived health (40%), while in APAC only 17% of people report the same perception.

Increased Stress Level

In the previous survey wave, 40% of individuals worldwide rated their overall stress levels as either "quite poor" or "very poor". This year, WIN asked respondents about their stress levels in their daily lives. The results revealed that only 6% never experience stress, while 16% almost never do, leaving 79% of individuals experiencing stress to varying degrees of severity. People feeling most stressed daily are those working full time (82%), and students (83%).

By geography, the most "relaxed" part of the world is APAC with 26% never or almost never feeling stressed. On the other hand, the other regions share very similar percentages with only between 19% (Americas, MENA) and 20% (Europe, Africa) never or almost never feeling stressed.

Work and Money Main Reasons for Stress

Work emerges as the main reason for people feeling stressed globally (24%). Men particularly worry about this area of life, with 27% reporting that their job is what brings them stress, compared to 20% of women.

Income and lack of money is another cause for concern (21%), with both men and women feeling equally stressed. On the other hand, women's level of stress around family (the third area reported as bringing most stress daily) are much higher 22% versus 15% for men.

The findings vary considerably depending on age. Those between 25 and 44 are the most stressed (29%) about their job, but still 21% of people between 55 and 64 maintain this feeling. Only for over 65 the number drops drastically to 9%. On the other hand, family becomes a concern particularly for those over 65 with 26% of them reporting to feel stressed about this area, compared to 19 percent of those between 35 and 54, and 15% of people aged 25 to 34.

Geographically, lack of money is the most shared cause of stress with 26% in Africa and 25% in the Americas and APAC. Europe is most concerned about health and life changes, while 14% in the MENA region are stressed by wars around the world, and 12% about their families.

Vilma Scarpino, President of WIN International Association, said:

"The results of the 2024 Annual WIN World Survey show interesting, different nuances about health and mental health globally. The economic scenario and the political landscape are inevitably affecting people's lives and stress levels, so it's more important than ever to learn and be aware of people's sentiments, and we're here to do that."

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	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
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
30	Republic of Korea	Gallup Korea	Mobile online survey	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		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