



WIN

Worldwide
Independent Network
Of Market Research

Health

WWS 2024





GENERAL HEALTH PERCEPTION

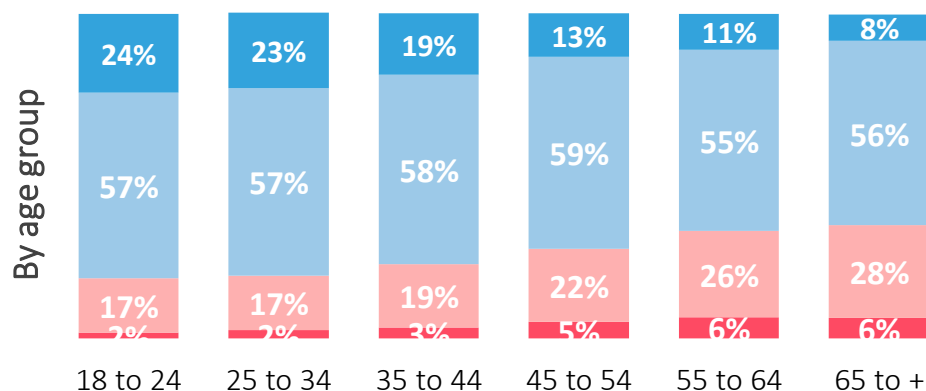
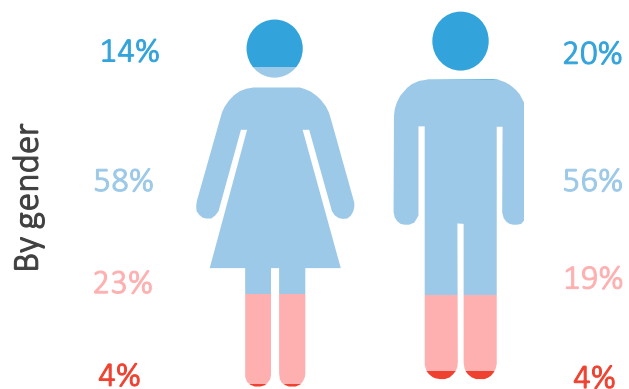
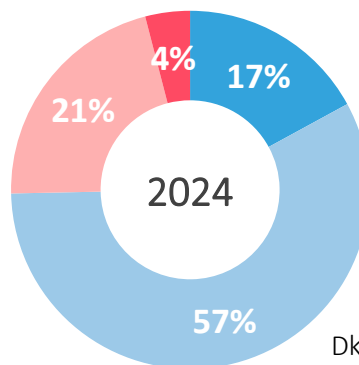
Health self-perception - Overall

% within total population



Global Average

2018	2019	2020	2021	2022/ 2023	2024	Variation
16%	19%	20%	18%	18%	17%	-1
60%	58%	59%	59%	58%	57%	-1
19%	19%	17%	18%	19%	21%	+2
4%	4%	3%	4%	4%	4%	0



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population



Very healthy



Healthy



Somewhat
unhealthy

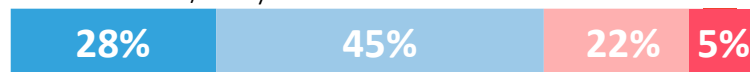


Unhealthy



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

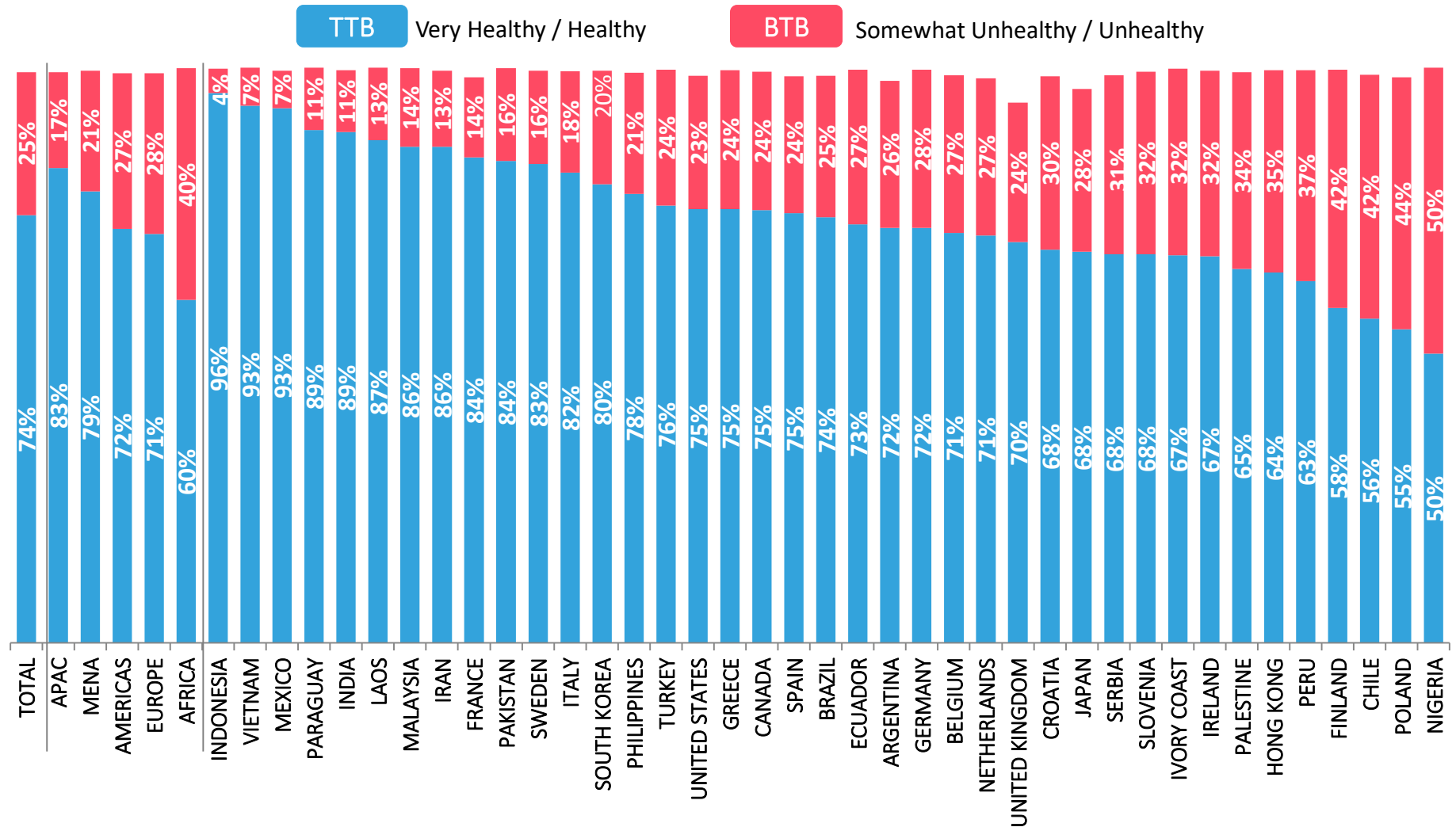


Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population

TTB	2021	2022/ 2023	2024
GLOBAL AVERAGE	77%	76%	74%
Indonesia	No data	No data	96%
Vietnam	93%	93%	93% =
Mexico	87%	88%	93% ↑
Paraguay	84%	85%	89% ↑
India	89%	92%	89% ↓
Laos	No data	No data	87%
Malaysia	88%	77%	86% ↑
Iran	No data	No data	86%
France	81%	79%	84% ↑
Pakistan	91%	85%	84% ↓
Sweden	No data	No data	83%
Italy	83%	84%	82% ↓
South Korea	No data	No data	80%
Philippines	89%	84%	78% ↓
Turkey	76%	80%	76% ↓
United States	75%	77%	75% ↓
Greece	84%	77%	75% ↓
Canada	78%	77%	75% ↓
Spain	75%	76%	75% ↓
Brazil	76%	78%	74% ↓

TTB	2021	2022/ 2023	2024
Ecuador	72%	68%	73% ↑
Argentina	80%	77%	72% ↓
Germany	71%	68%	72% ↑
Belgium	No data	No data	71%
Netherlands	No data	64%	71% ↑
United Kindom	No data	No data	70%
Croatia	68%	67%	68% ↑
Japan	70%	68%	68% =
Serbia	76%	71%	68% ↓
Slovenia	77%	64%	68% ↑
Ivory Coast	No data	83%	67% ↓
Ireland	73%	72%	67% ↓
Palestine	No data	No data	65%
Hong Kong	60%	60%	64% ↑
Peru	72%	70%	63% ↓
Finland	62%	59%	58% ↓
Chile	57%	63%	56% ↓
Poland	55%	47%	55% ↑
Nigeria	92%	90%	50% ↓

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

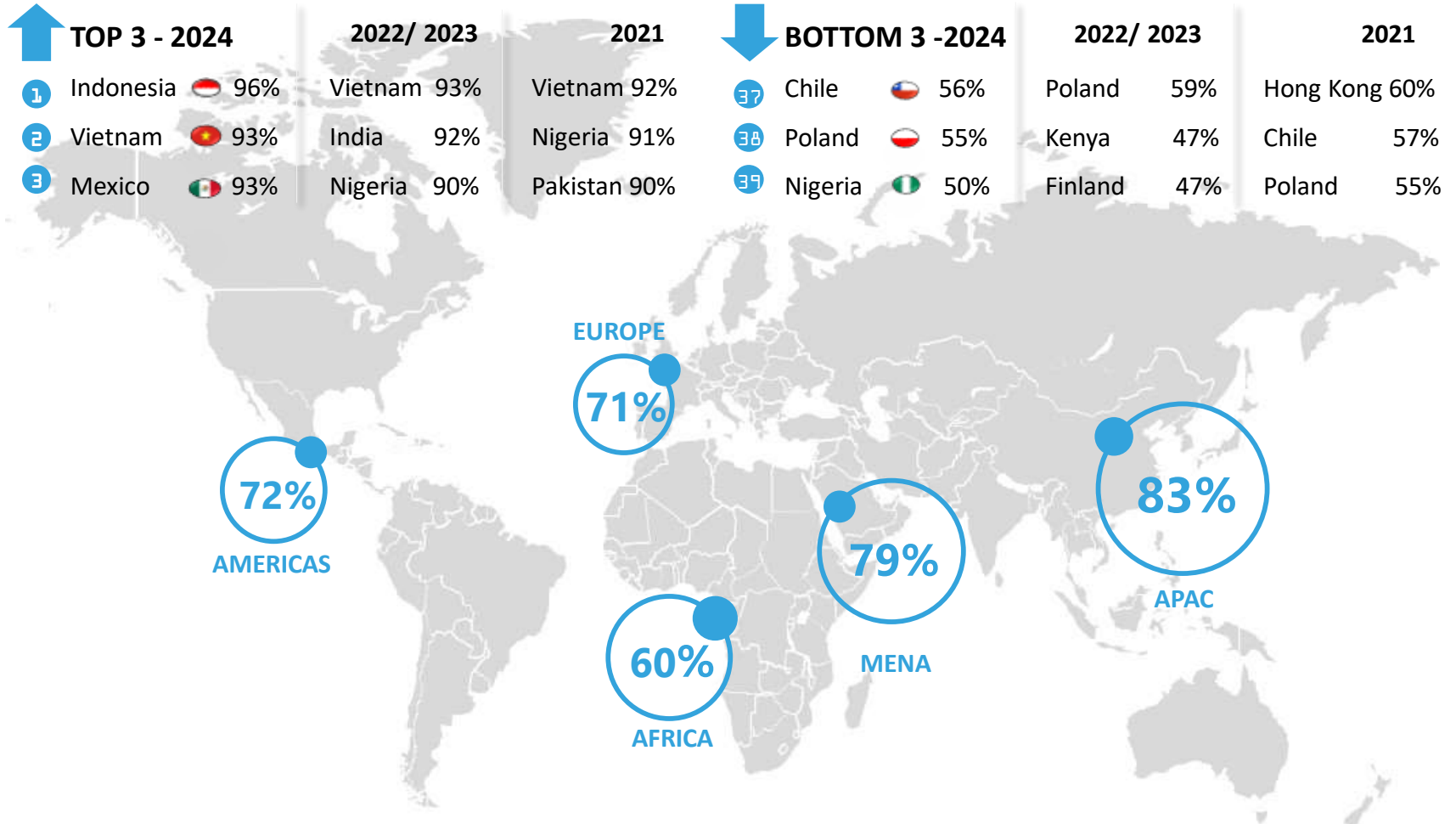
Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population

TTB

Very Healthy / Healthy



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

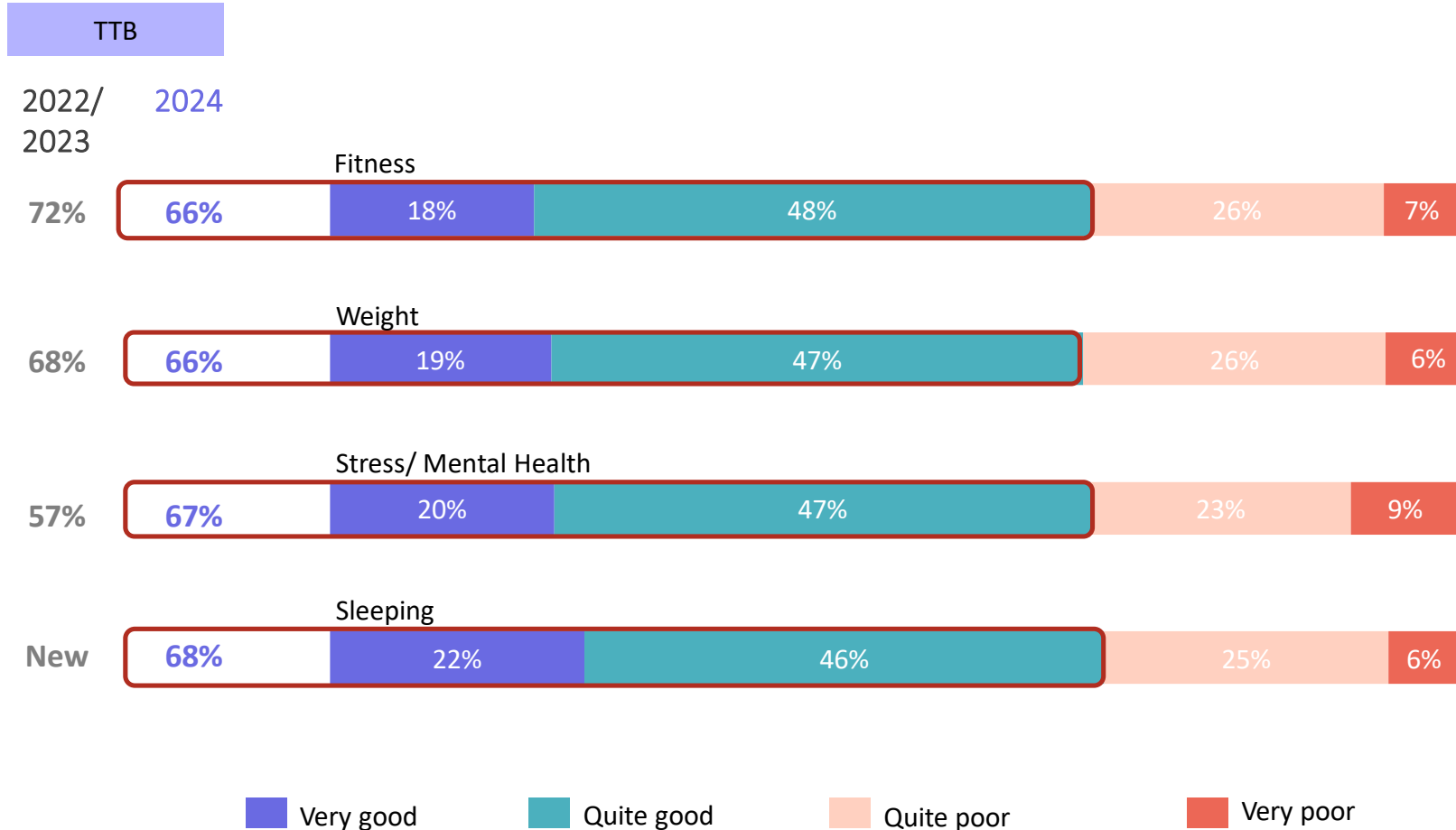
OWN OVERALL HEALTH RATING



Summary of Overall health rating

% within total population

HOW WOULD YOU RATE EACH OF THE FOLLOWING ASPECTS,
WHEN THINKING OF YOUR OVERALL HEALTH...?



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

*In 2022/2023, the question focused solely on stress.

Q2. How would you rate each of the following aspects, when thinking of your overall health?

FITNESS



Overall health rating - Fitness

% within total population

Very good

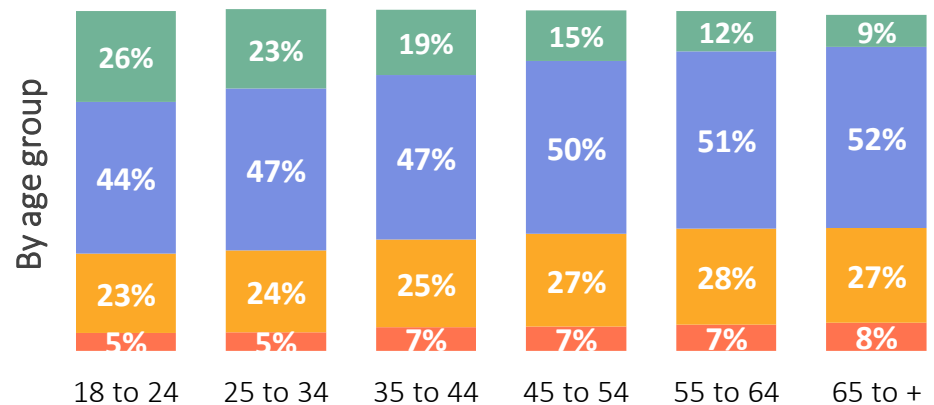
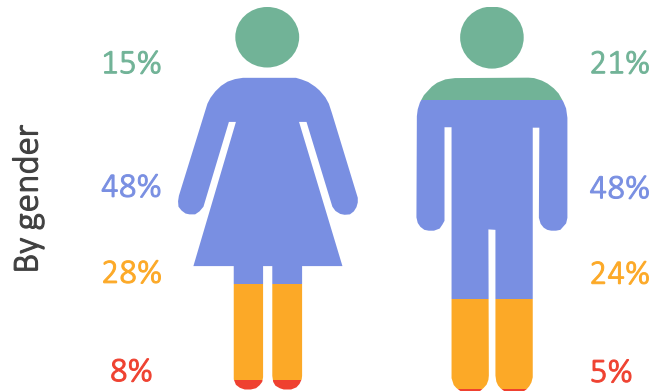
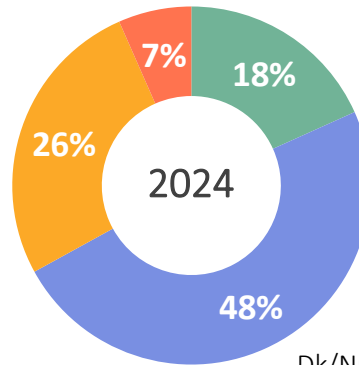
Quite good

Quite poor

Very poor

Global Average

2022/ 2023	2024	Variation
20%	18%	-2
52%	48%	-4
21%	26%	+5
5%	7%	+2



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

Very good

Quite good

Quite poor

Very poor



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

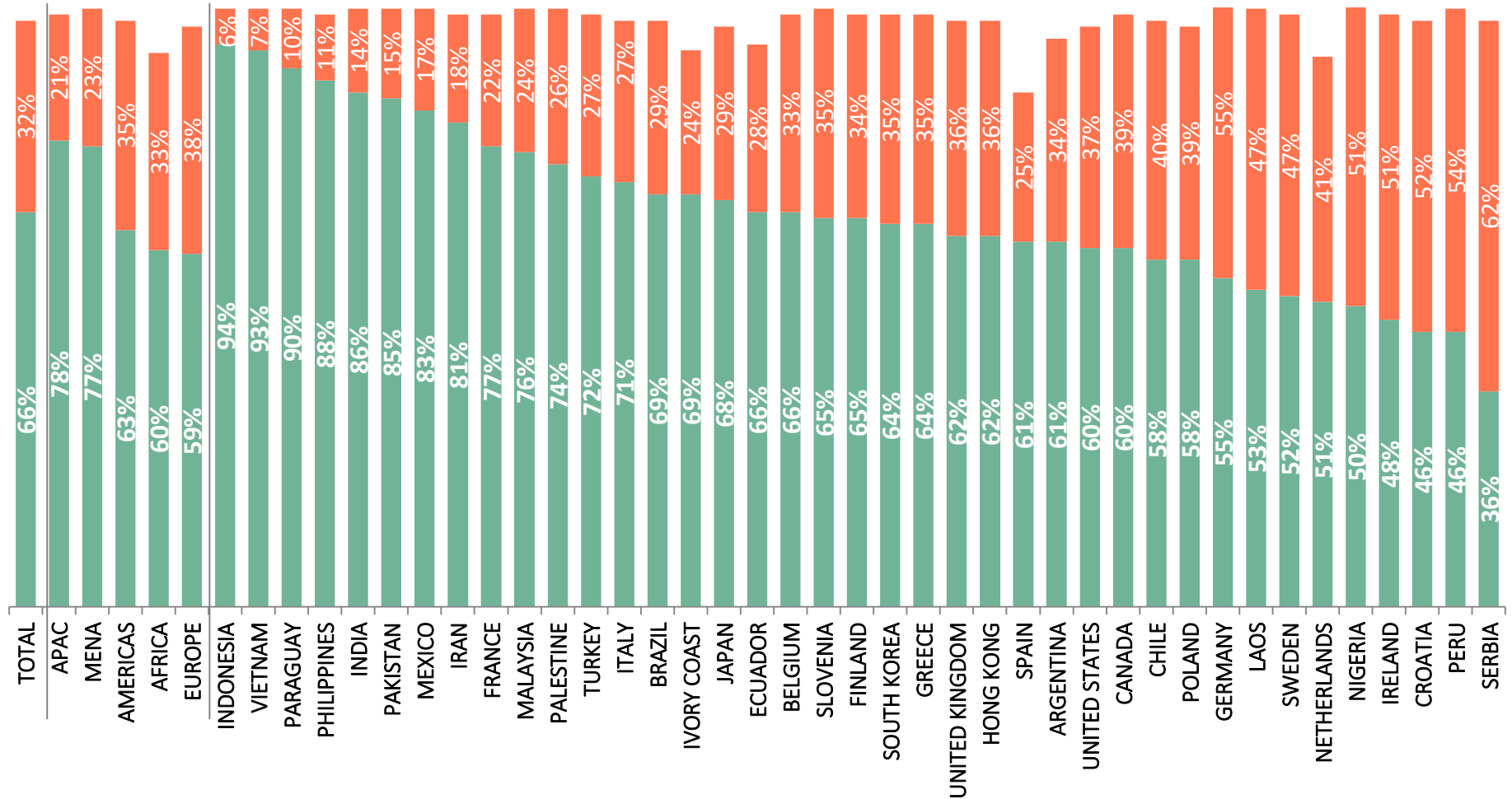
% within total population

TTB

Very good/ Quite good

BTB

Quite poor/ Very poor



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

TTB	2022/ 2023	2024
GLOBAL AVERAGE	76%	74%
Indonesia	No data	94%
Vietnam	95%	93% ↓
Paraguay	92%	90% ↓
Philippines	89%	88% ↓
India	90%	86% ↓
Pakistan	87%	85% ↓
Mexico	80%	83% ↑
Iran	No data	81%
France	71%	77% ↑
Malaysia	60%	76% ↑
Palestine	No data	74%
Turkey	75%	72% ↓
Italy	75%	71% ↓
Brazil	75%	69% ↓
Ivory Coast	73%	69% ↓
Japan	71%	68% ↓
Ecuador	64%	66% ↑
Belgium	No data	66%
Slovenia	68%	65% ↓
Finland	72%	65% ↓

TTB	2022/ 2023	2024
South Korea	No data	64%
Greece	70%	64% ↓
United Kindom	64%	62% ↓
Hong Kong	67%	62% ↓
Spain	59%	61% ↓
Argentina	75%	61% ↓
United States	64%	60% ↓
Canada	63%	60% ↓
Chile	67%	58% ↓
Poland	71%	58% ↓
Germany	51%	55% ↑
Laos	No data	53% ↓
Sweden	No data	52%
Netherlands	60%	51% ↓
Nigeria	87%	50% ↓
Ireland	58%	48% ↓
Croatia	53%	46% ↓
Peru	59%	46% ↓
Serbia	No data	36%

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

Overall health rating - Fitness

% within total population

TTB

Very good/ Quite good



TOP 3 - 2024

- 1 Indonesia 🇮🇩 94%
- 2 Vietnam 🇻🇳 93%
- 3 Paraguay 🇵🇷 90%

2022/ 2023

- Vietnam 95%
- Paraguay 92%
- India 90%

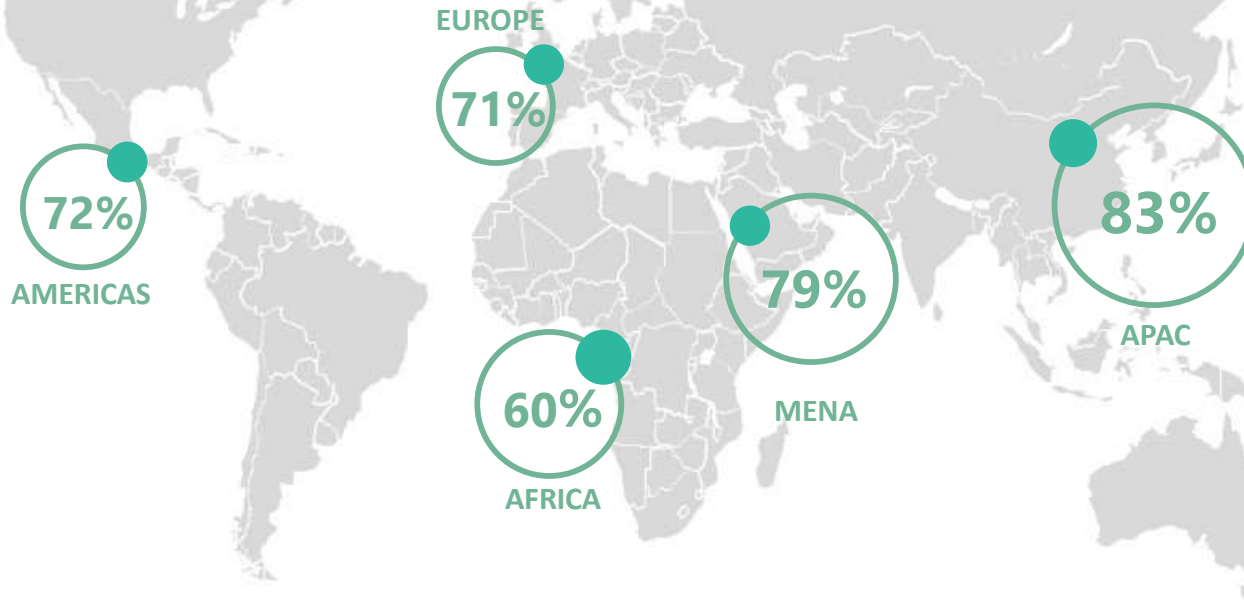


BOTTOM 3 -2024

- 37 Croatia 🇭🇷 46%
- 38 Peru 🇵🇪 45%
- 39 Serbia 🇷🇸 36%

2022/2023

- Croatia 59%
- Germany 47%
- Serbia 47%



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

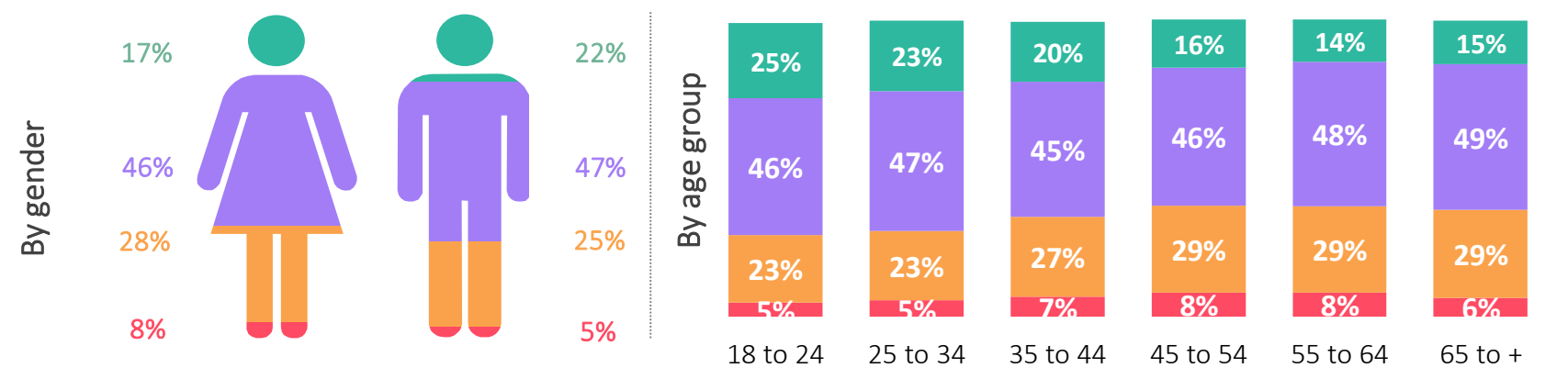
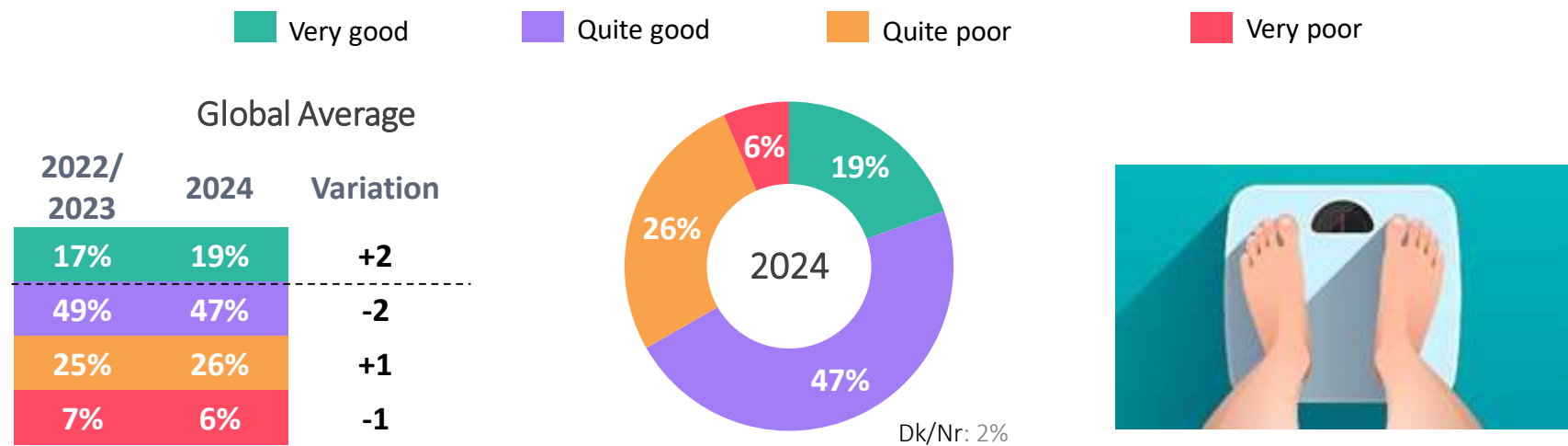
Q2. How would you rate each of the following aspects, when thinking of your overall health? - Fitness

WEIGHT



Overall health rating - Weight

% within total population



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

Overall health rating - Weight

% within total population

Very good

Quite good

Quite poor

Very poor



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

Overall health rating - Weight

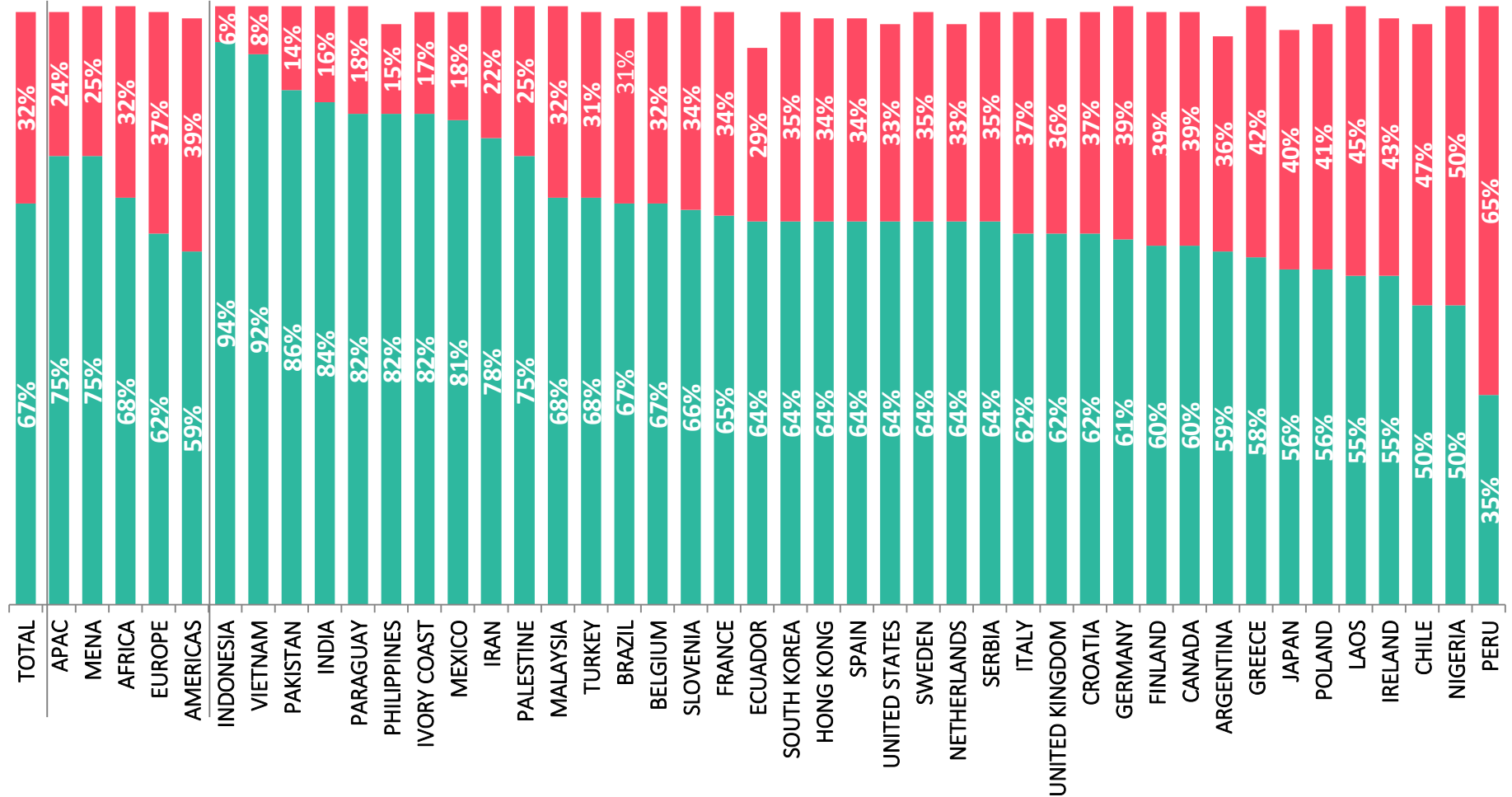
% within total population

TTB

Very good/ Quite good

BTB

Quite poor/ Very poor



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

Overall health rating - Weight

% within total population

TTB	2022/ 2023	2024
GLOBAL AVERAGE	68%	67%
Indonesia	No data	94%
Vietnam	95%	92% ↓
Pakistan	87%	86% ↓
India	84%	84% =
Paraguay	84%	82% ↓
Philippines	84%	82% ↓
Ivory Coast	82%	82% =
Mexico	71%	81% ↑
Iran	No data	78%
Palestine	No data	75%
Malaysia	61%	68% ↑
Turkey	67%	68% ↑
Brazil	72%	67% ↓
Belgium	No data	67%
Slovenia	63%	66% ↓
France	59%	65% ↑
Ecuador	66%	64% ↓
South Korea	No data	64%
Hong Kong	68%	64% ↓
Spain	64%	64% =

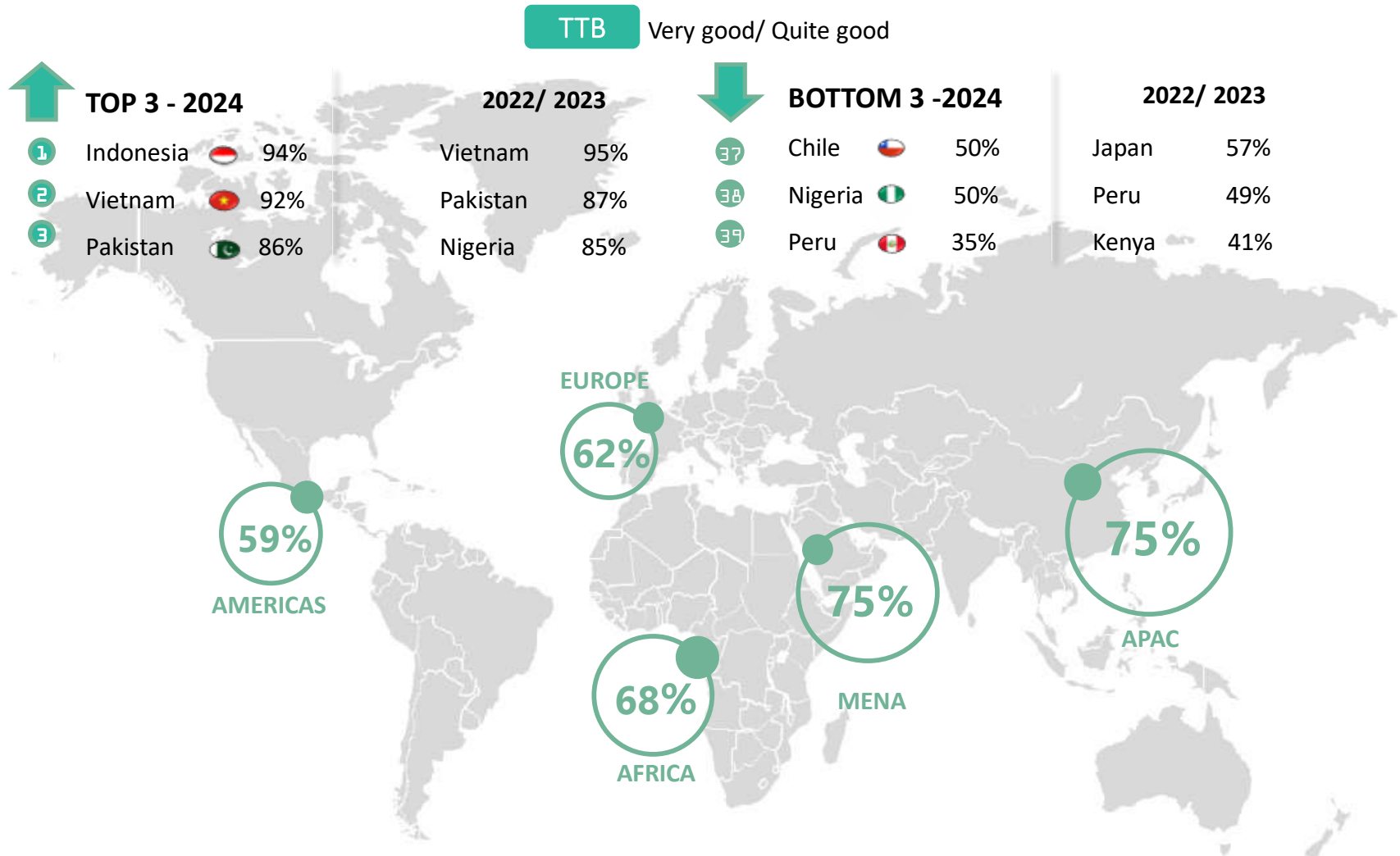
TTB	2022/ 2023	2024
United States	65%	64% ↓
Sweden	No data	64%
Netherlands	64%	64% =
Serbia	73%	64% ↓
Italy	66%	62% ↓
United Kindom	No data	62%
Croatia	67%	62% ↓
Germany	58%	61% ↑
Finland	60%	60% =
Canada	66%	60% ↓
Argentina	68%	59% ↓
Greece	63%	58% ↓
Japan	57%	56% ↓
Poland	59%	56% ↓
Laos	No data	55%
Ireland	62%	45% ↓
Chile	53%	50% ↓
Nigeria	85%	50% ↓
Peru	49%	35% ↓

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

Overall health rating - Weight

% within total population



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Weight

STRESS/ MENTAL HEALTH



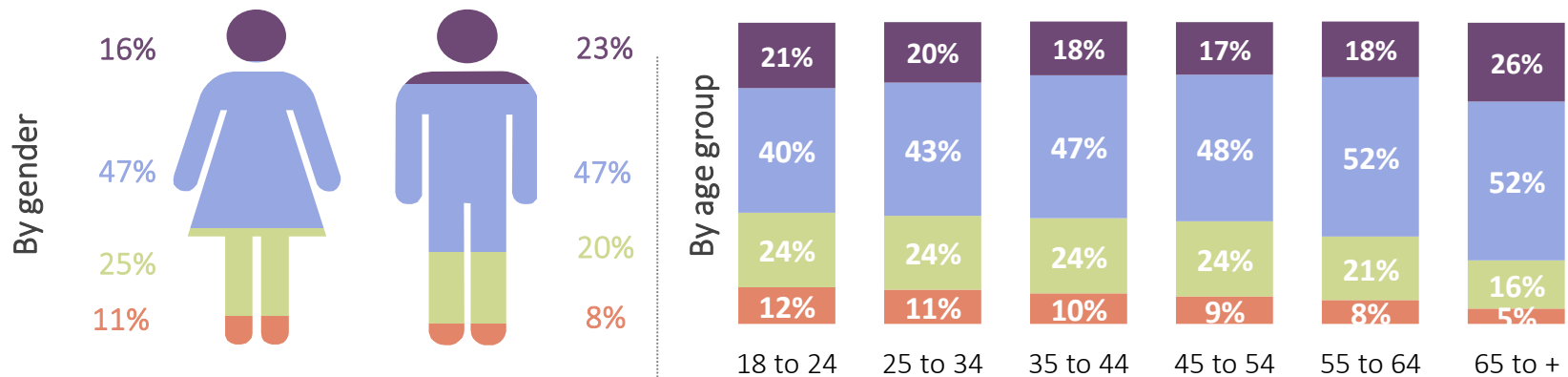
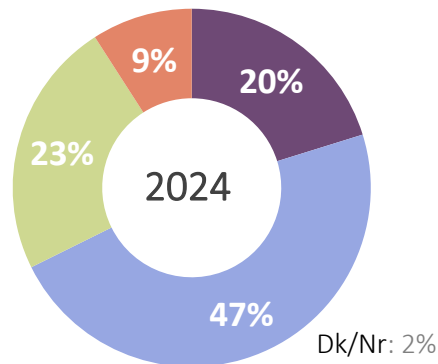
Overall health rating – Stress/ Mental Health

% within total population

Very good
 Quite good
 Quite poor
 Very poor

Global Average

2022/ 2023	20234	Variation
15%	20%	+5
42%	47%	+5
28%	23%	-5
13%	9%	-4



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

*In 2022/2023, the question focused solely on stress.

Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health

Overall health rating – Stress/ Mental Health

% within total population

Very good

Quite good

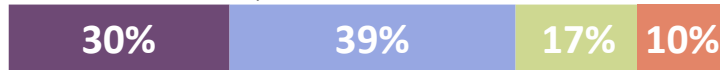
Quite poor

Very poor



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health

Overall health rating – Stress/ Mental Health

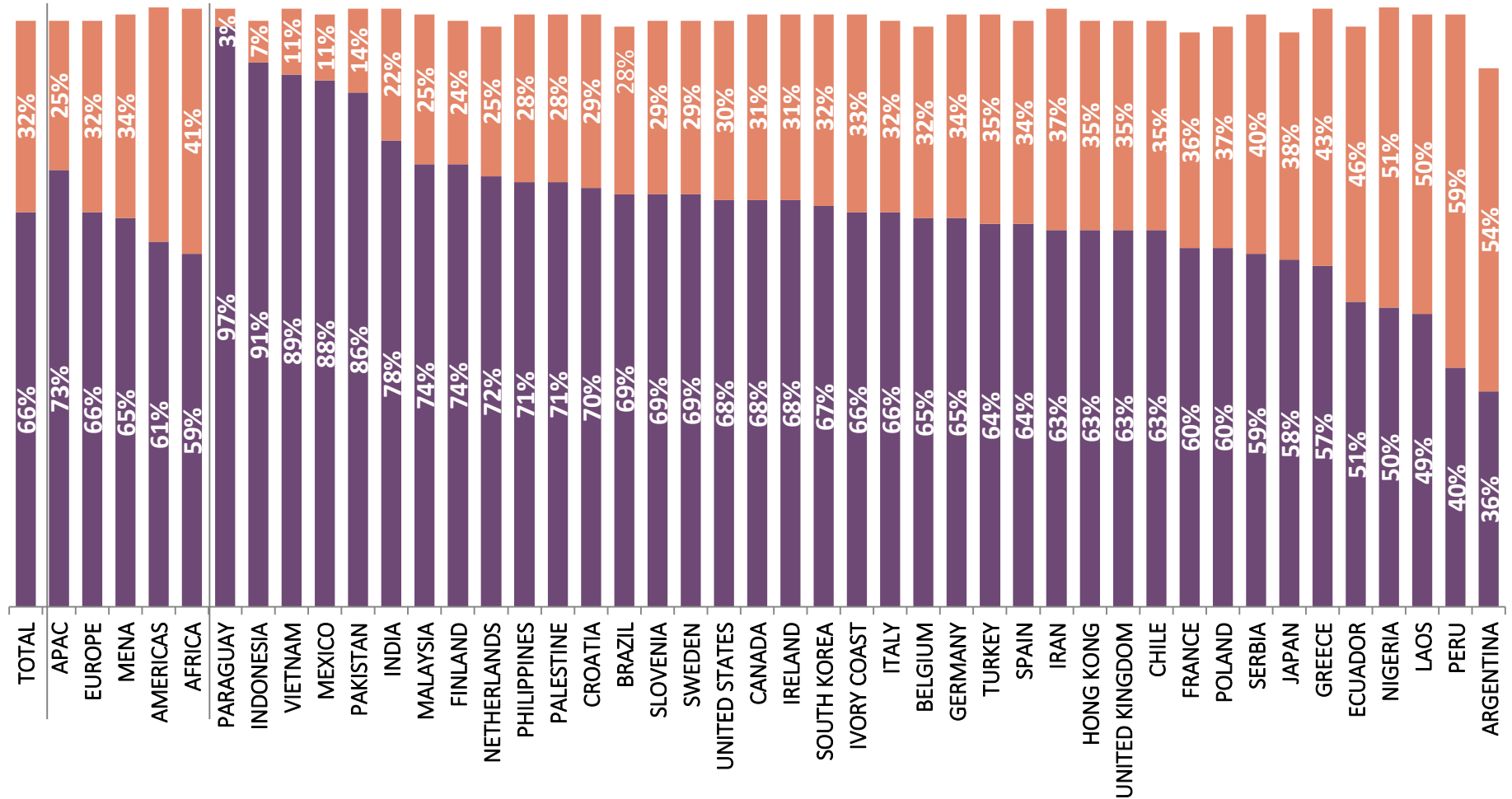
% within total population

TTB

Very good/ Quite good

BTB

Quite poor/ Very poor



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health

Overall health rating – Stress/ Mental Health

% within total population

TTB	2022/ 2023	2024
GLOBAL AVERAGE	57%	66%
Paraguay	80%	97% ↑
Indonesia	No data	91%
Vietnam	76%	89% ↑
Mexico	70%	88% ↑
Pakistan	77%	86% ↑
India	58%	78% ↑
Malaysia	58%	74% ↑
Finland	60%	74% ↑
Netherlands	No data	72%
Philippines	44%	71% ↑
Palestine	No data	71%
Croatia	52%	70% ↑
Brazil	53%	69% ↑
Slovenia	60%	69% ↑
Sweden	No data	69%
United States	58%	68% ↑
Canada	63%	68% ↑
Ireland	60%	68% ↑
South Korea	No data	67%
Ivory Coast	61%	66% ↑

TTB	2022/ 2023	2024
Italy	52%	66% ↑
Belgium	No data	65%
Germany	60%	65% ↑
Turkey	49%	64% ↑
Spain	48%	64% ↑
Iran	No data	63%
Hong Kong	58%	63% ↑
United Kindom	No data	63%
Chile	56%	63% ↑
France	57%	60% ↑
Poland	51%	60% ↑
Serbia	47%	59% ↑
Japan	56%	58% ↑
Greece	45%	57% ↑
Ecuador	44%	51% ↑
Nigeria	63%	50% ↓
Laos	No data	49%
Peru	32%	40% ↑
Argentina	42%	36% ↓

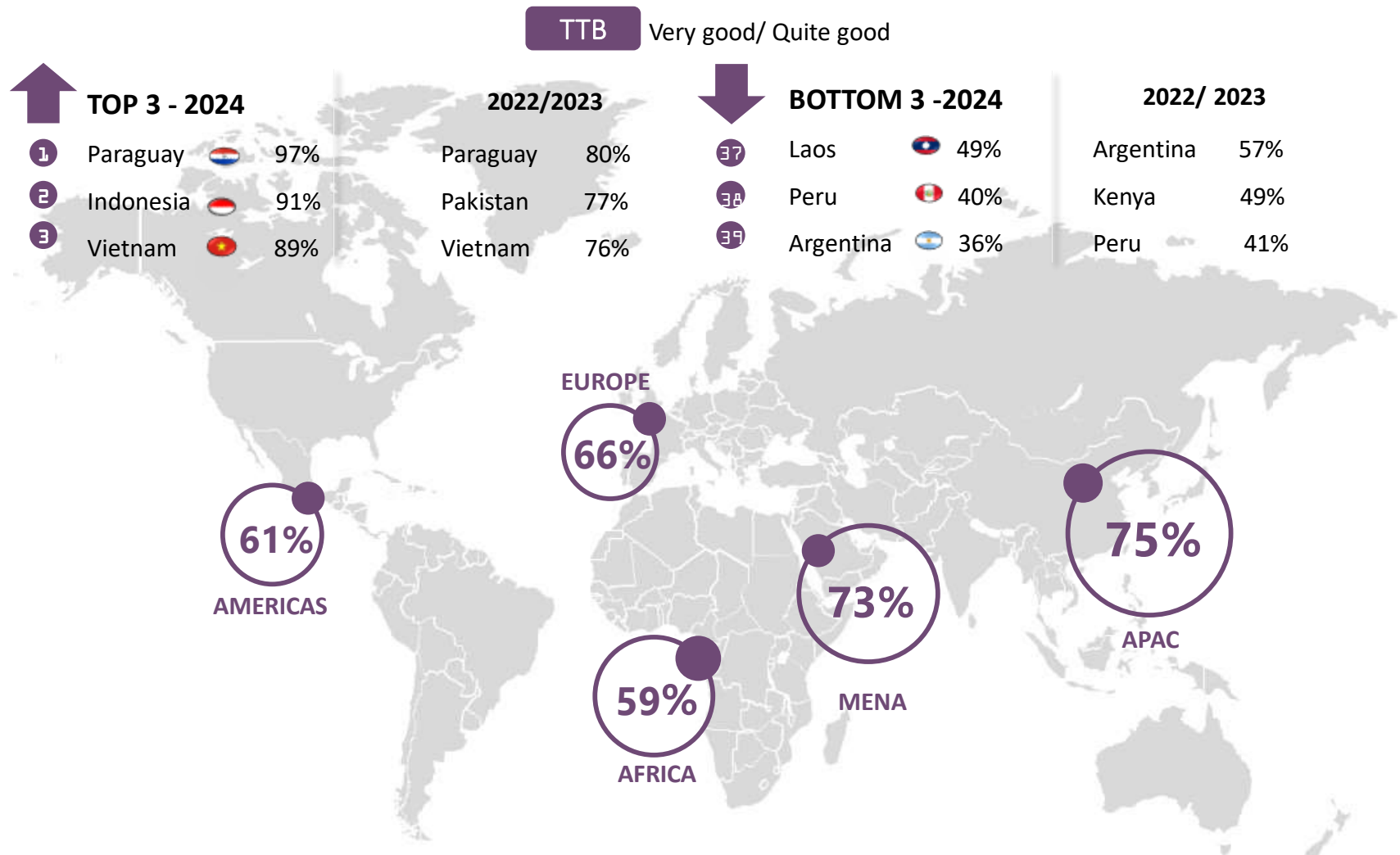
Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

*In 2022/2023, the question focused solely on stress.

Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health

Overall health rating – Stress/ Mental Health

% within total population



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

*In 2022/2023, the question focused solely on stress.

Q2. How would you rate each of the following aspects, when thinking of your overall health? – Stress/ Mental Health

SLEEPING



Overall health rating - Sleeping

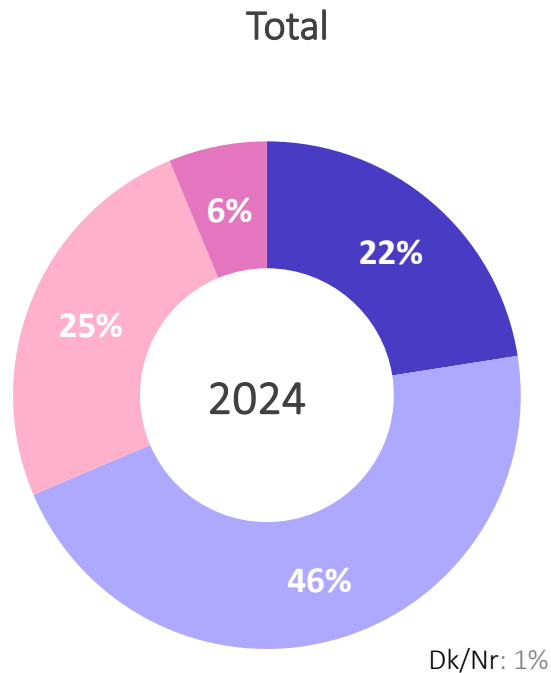
% within total population

Very good

Quite good

Quite poor

Very poor



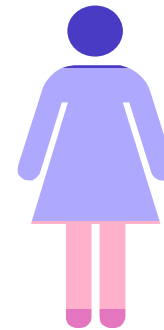
By gender

20%

46%

26%

7%



25%

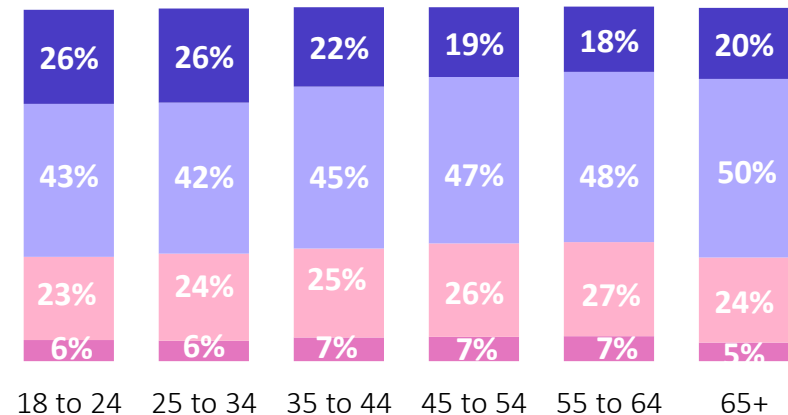
46%

24%

5%



By age group



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping

Overall health rating - Sleeping

% within total population

Very good

Quite good

Quite poor

Very poor



By education level

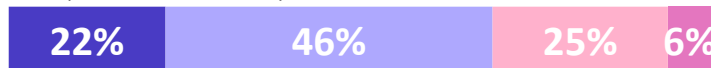
No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping

Overall health rating - Sleeping

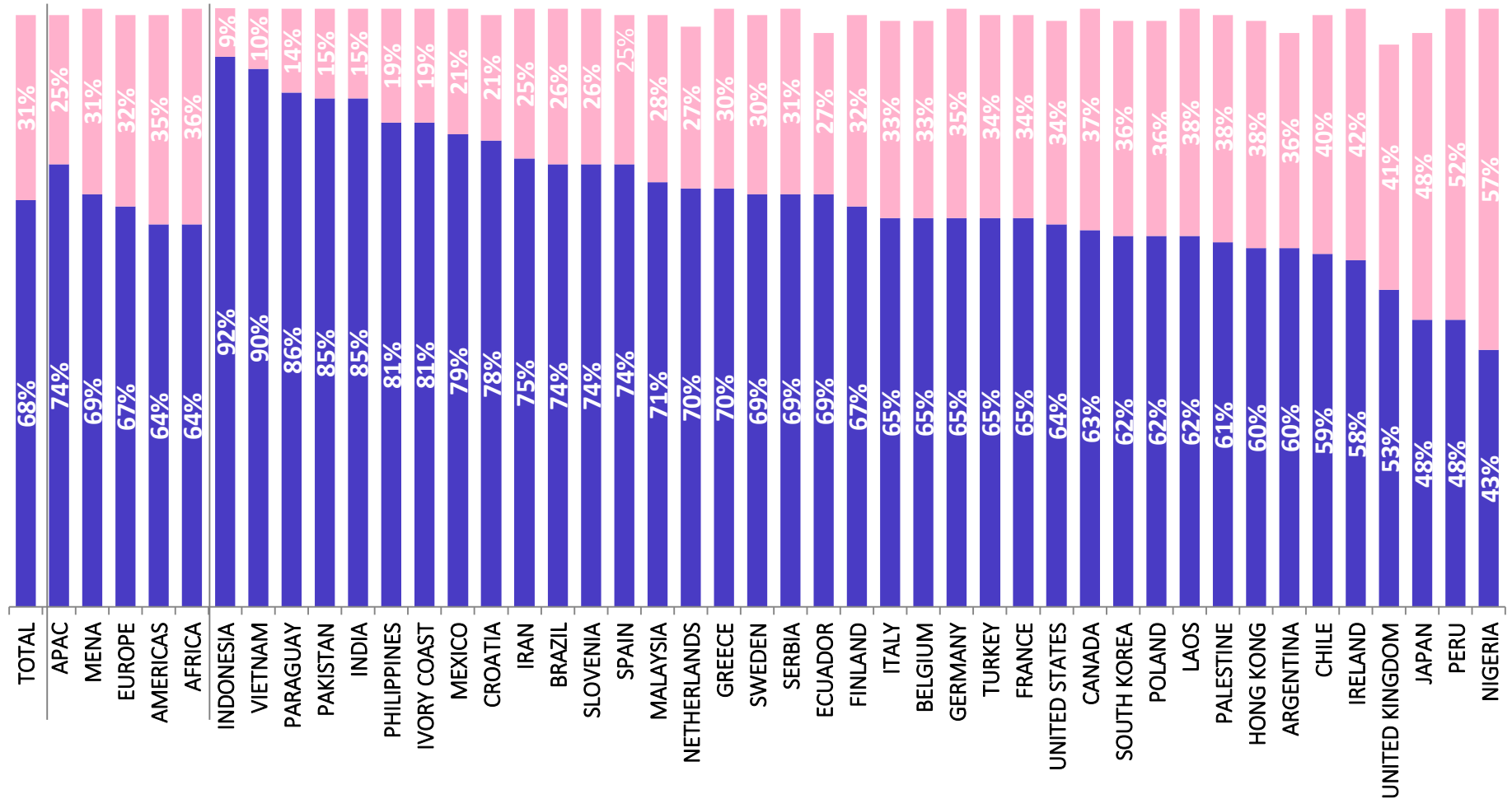
% within total population

TTB

Very good/ Quite good

BTB

Quite poor/ Very poor



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping

Overall health rating - Sleeping

% within total population

TTB Very good/ Quite good

↑ TOP 3 - 2024

- 1 Indonesia 92%
- 2 Vietnam 90%
- 3 Paraguay 86%

↓ BOTTOM 3 - 2024

- 37 Japan 48%
- 38 Peru 48%
- 39 Nigeria 43%

64%

AMERICAS

EUROPE

67%

64%

AFRICA

69%

MENA

74%

APAC

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q2. How would you rate each of the following aspects, when thinking of your overall health? - Sleeping

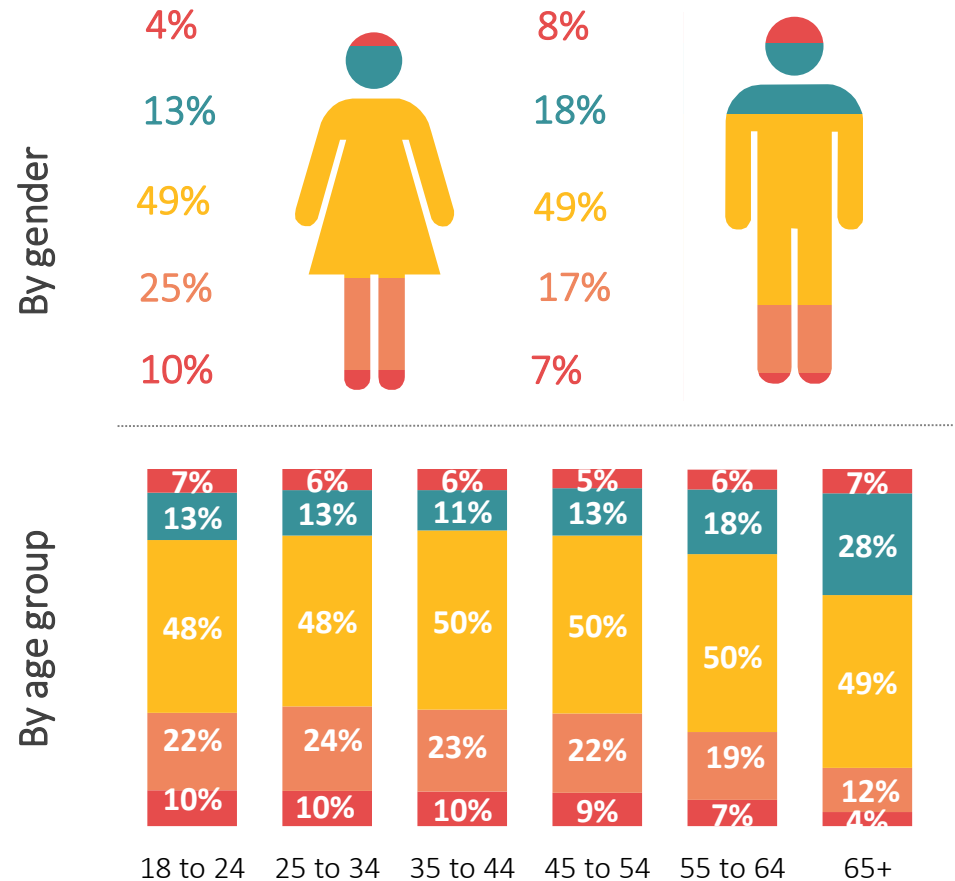
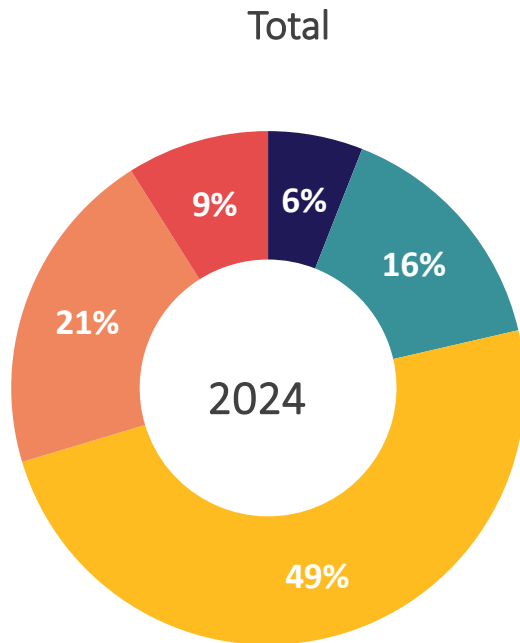
STRESS IN DAILY LIFE



Stress in daily life

% within total population

Never
Almost never
Sometimes
Fairly often
Very often



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q3. How often would you say you feel stress in your daily life?

Stress in daily life

% within total population

Never Almost never Sometimes Fairly often Very often

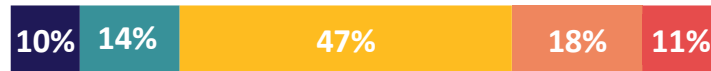


By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



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



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



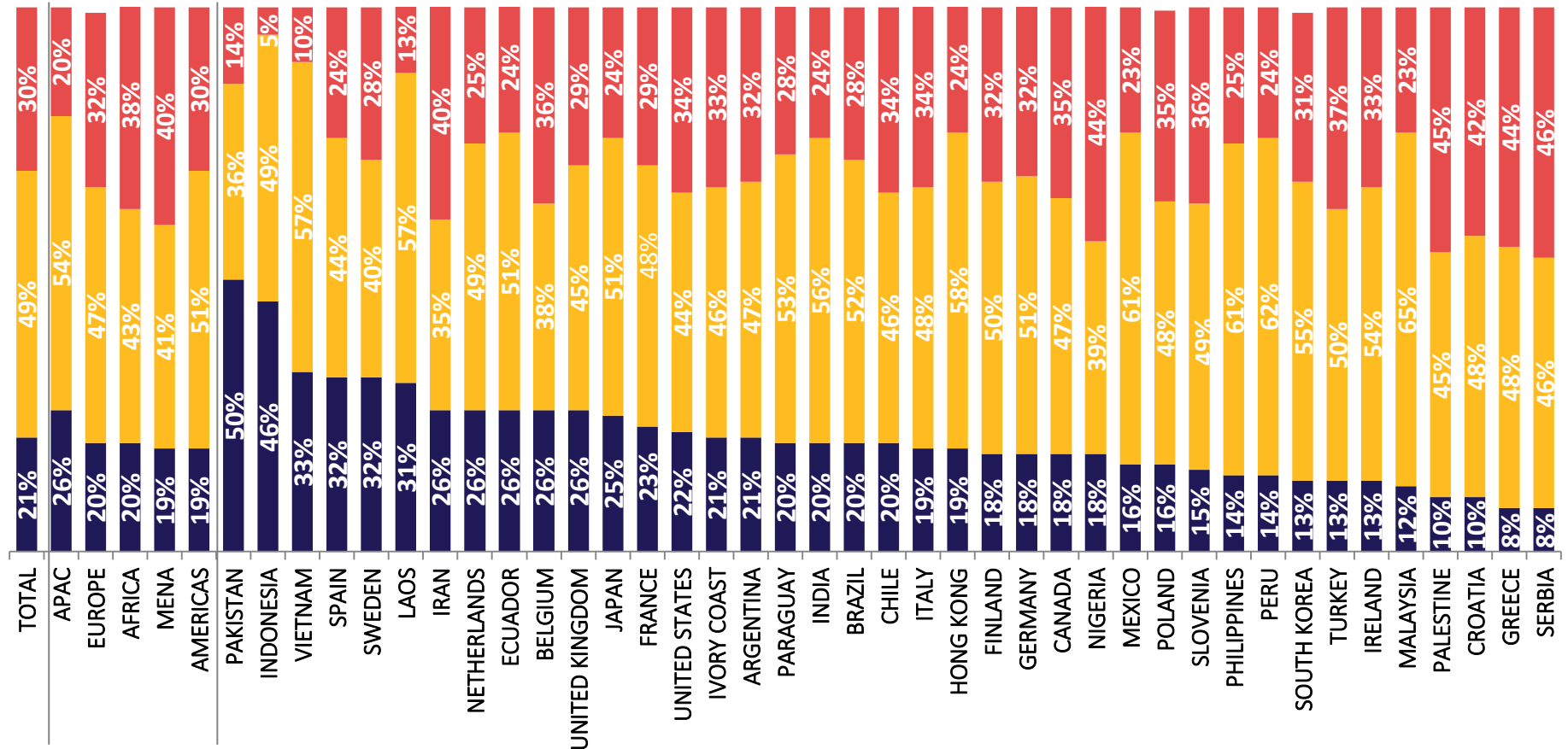
Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q3. How often would you say you feel stress in your daily life?

Stress in daily life

% within total population

Never/ Almost Never Sometimes Fairly Often/ Very Often

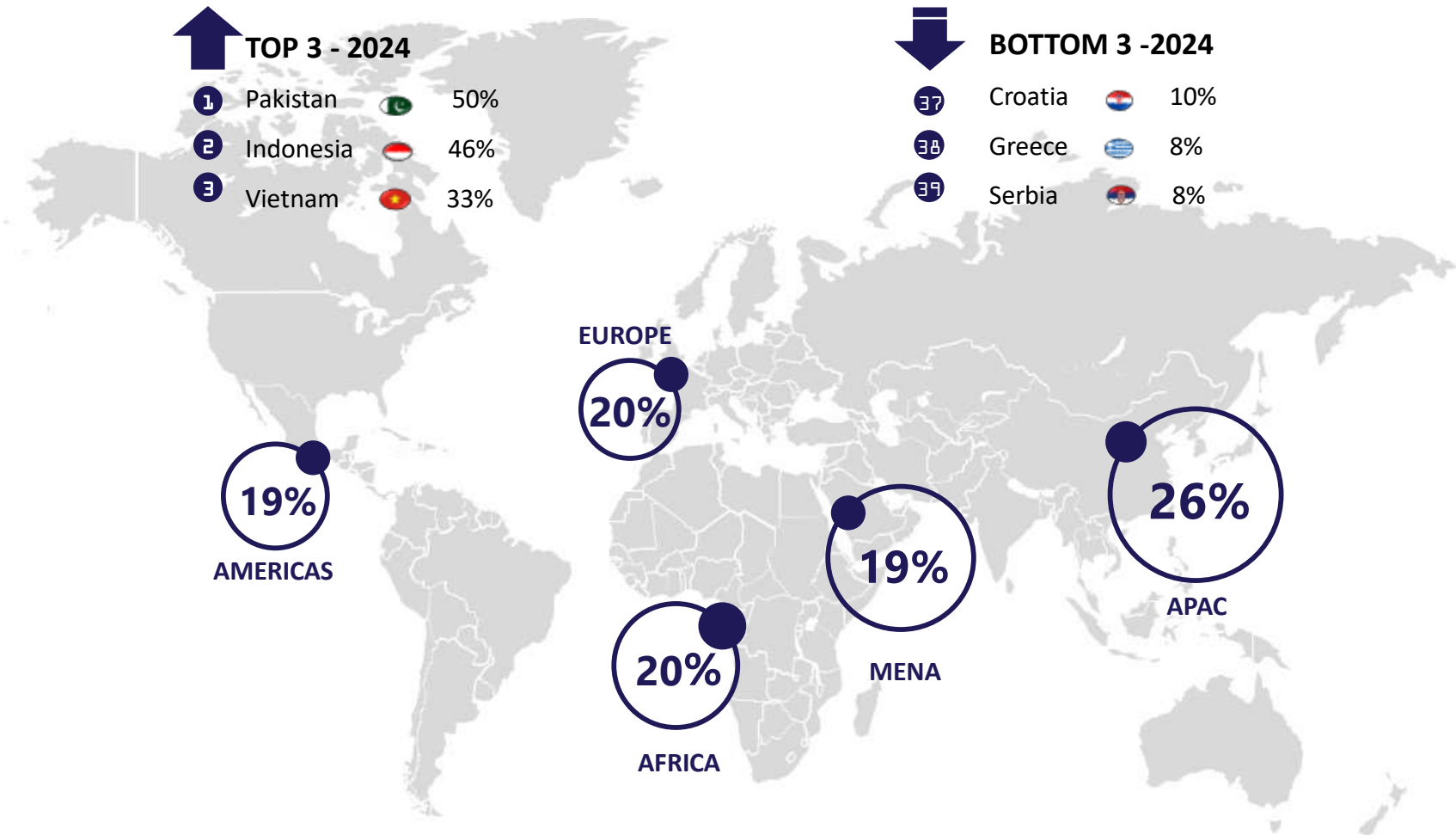


Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q3. How often would you say you feel stress in your daily life?

Stress in daily life
% within total population

TTB Never/ Almost Never



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

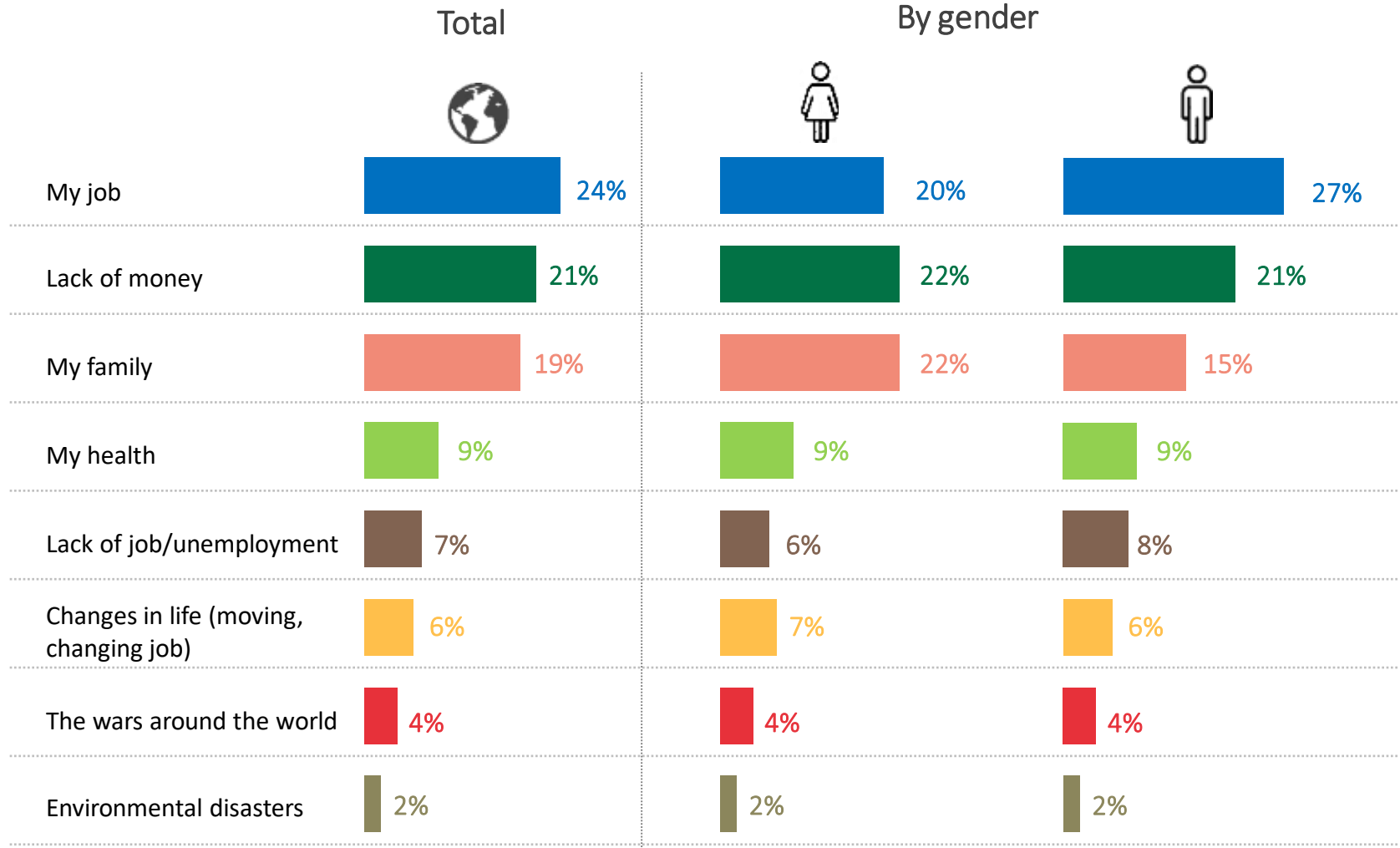
Q3. How often would you say you feel stress in your daily life?

CAUSES OF STRESS



Causes of stress

% within total population



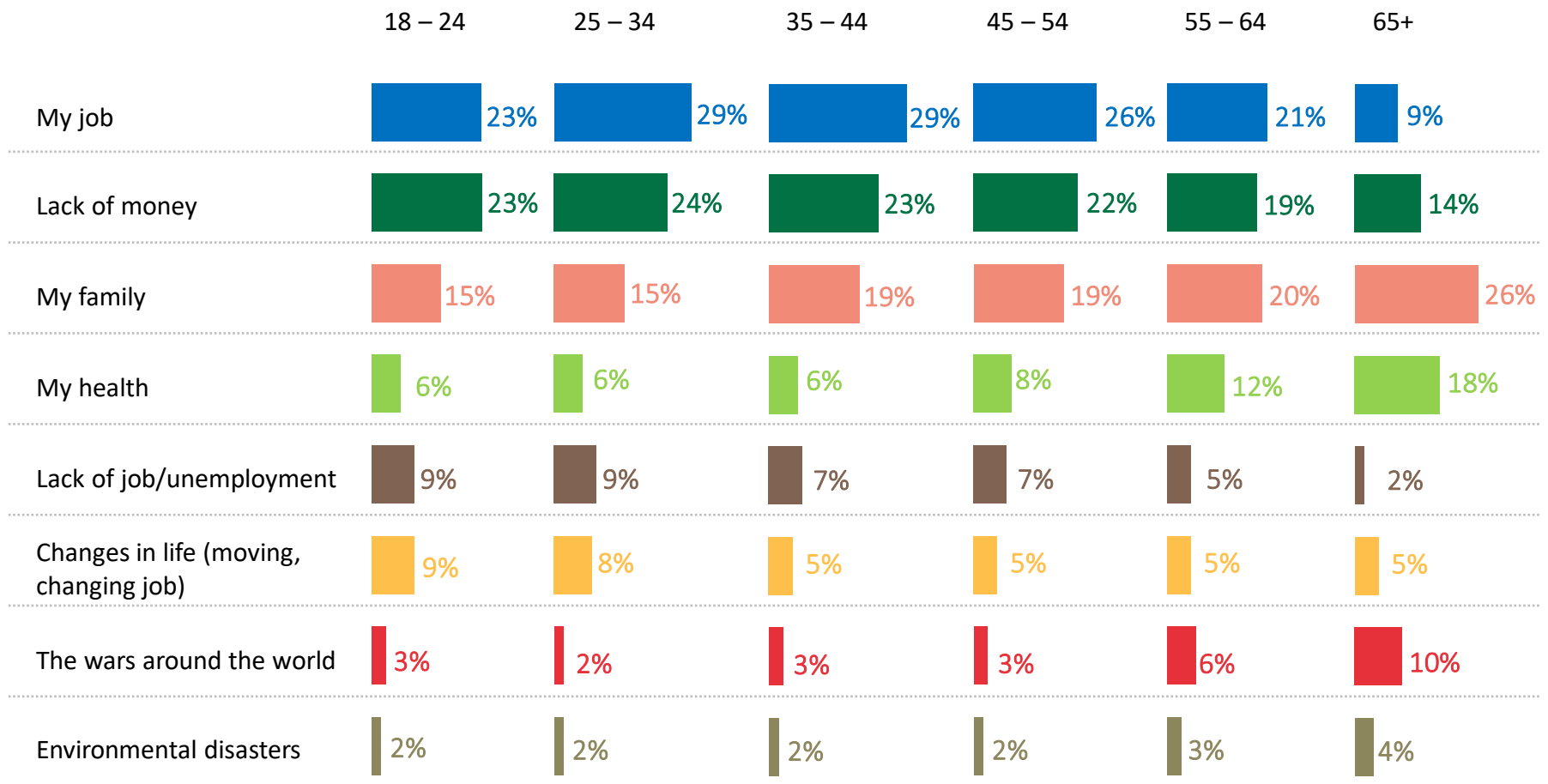
Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4: Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population

By age group



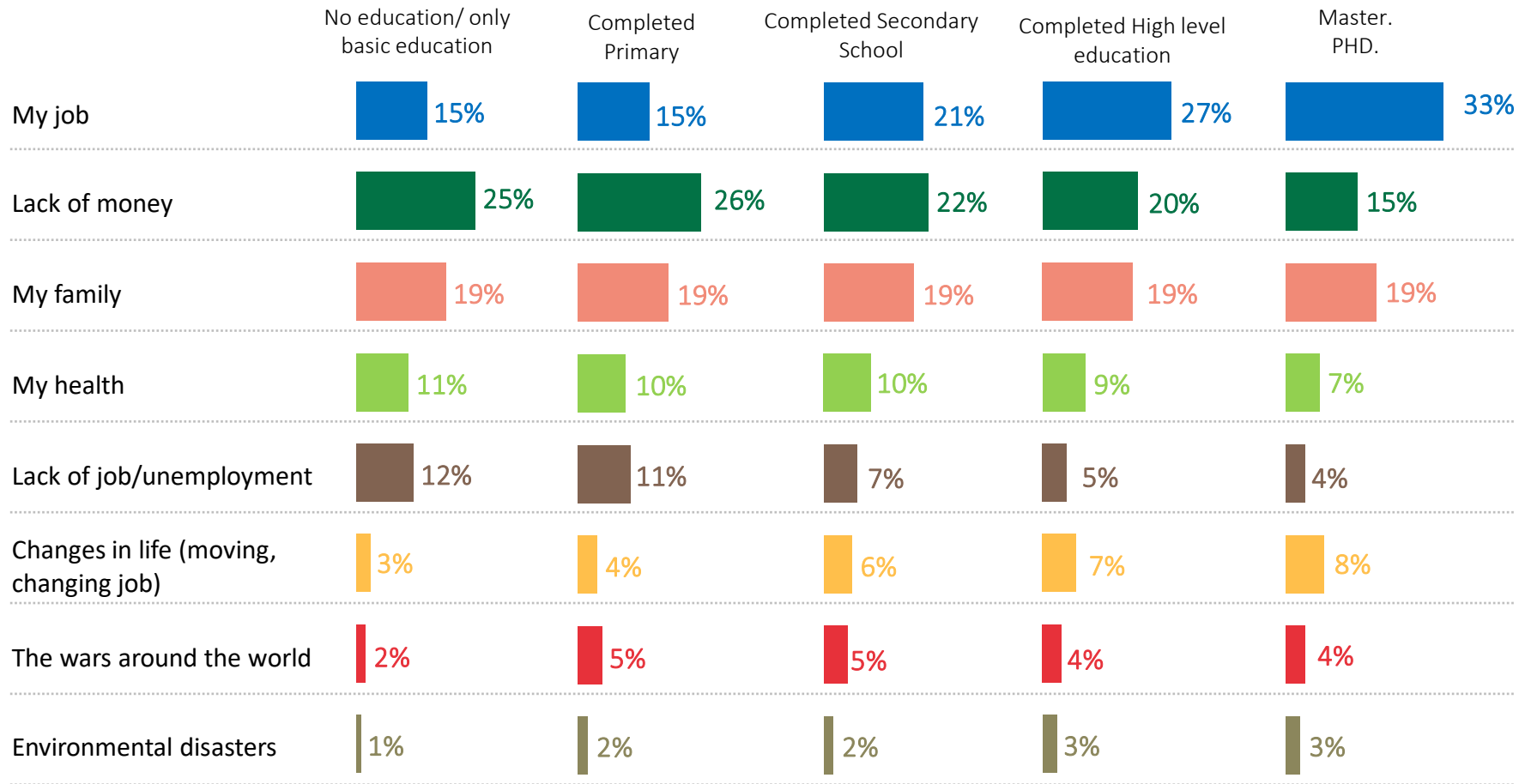
Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4: Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population

By education level



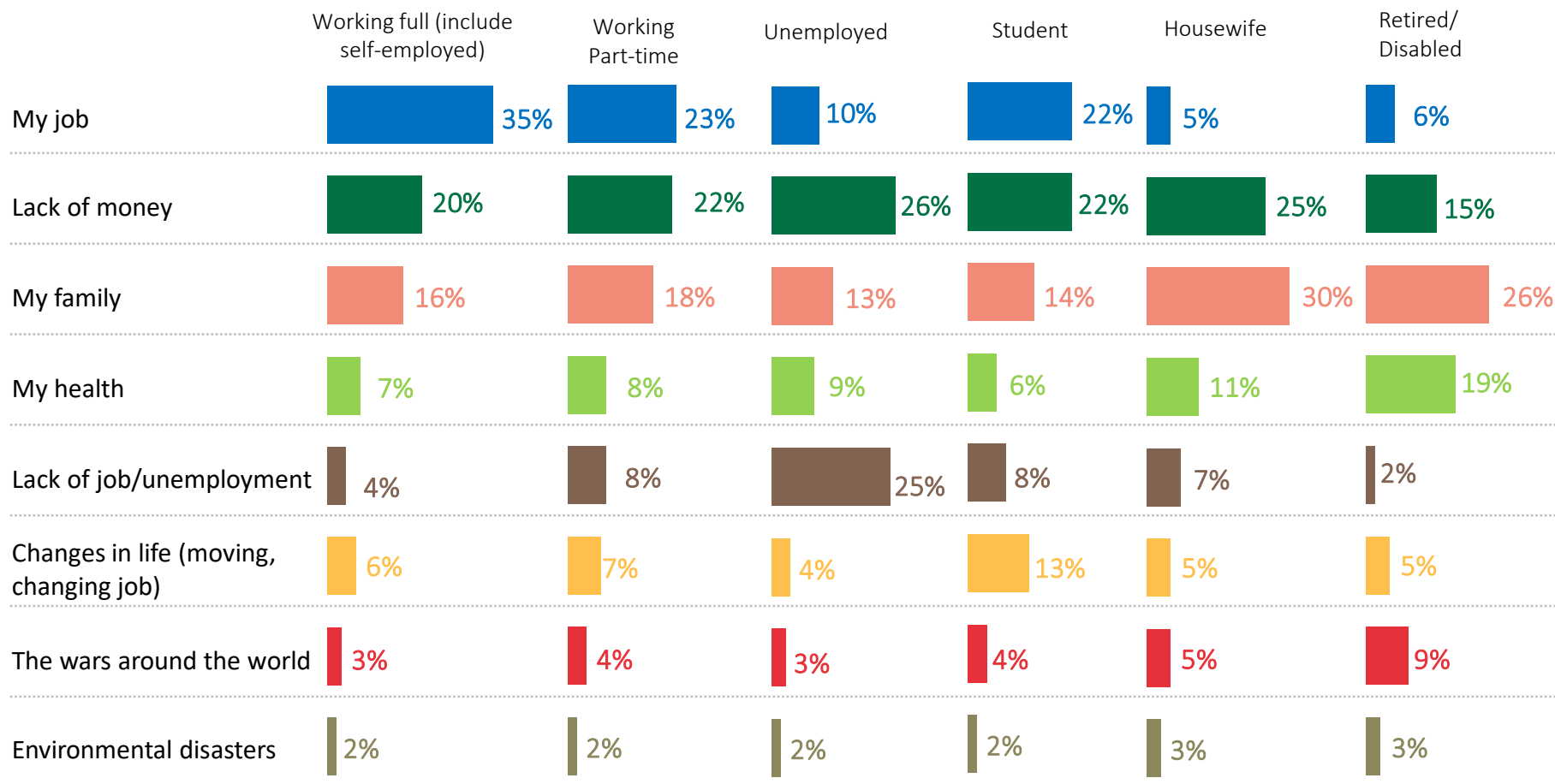
Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4: Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population

By employment



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4: Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population



	My job	Lack of money	My family	My health	Lack of job	Changes in life	The wars around the world	Environmental disasters
Argentina	21%	29%	14%	5%	17%	5%	2%	1%
Belgium	24%	16%	22%	11%	2%	12%	4%	1%
Brazil	20%	34%	15%	4%	11%	4%	4%	3%
Canada	20%	21%	23%	10%	5%	8%	4%	2%
Ivory Coast	23%	21%	28%	7%	16%	1%	0%	1%
Chile	21%	33%	12%	5%	15%	6%	1%	1%
Germany	27%	14%	15%	16%	1%	7%	10%	3%
Ecuador	14%	19%	14%	8%	27%	4%	6%	0%
Spain	27%	17%	19%	12%	6%	5%	4%	1%
Finland	30%	15%	18%	11%	3%	6%	6%	1%
France	26%	17%	20%	10%	3%	6%	5%	3%
United Kingdom	18%	25%	19%	13%	5%	7%	5%	1%
Greece	24%	30%	20%	7%	6%	6%	3%	1%
Hong Kong	37%	20%	14%	10%	5%	6%	2%	2%
Croatia	27%	10%	28%	11%	5%	7%	3%	3%
Indonesia	19%	25%	12%	9%	5%	5%	2%	2%
Ireland	15%	24%	26%	11%	2%	10%	4%	1%
India	18%	21%	23%	7%	6%	11%	3%	9%
Iran	23%	23%	28%	5%	4%	7%	3%	1%
Italy	31%	15%	21%	8%	6%	8%	3%	2%

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4. Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population



	My job	Lack of money	My family	My health	Lack of job	Changes in life	The wars around the world	Environmental disasters
Japan	24%	11%	19%	13%	3%	3%	4%	8%
South Korea	27%	29%	175%	8%	8%	3%	4%	2%
Laos	22%	34%	21%	5%	4%	2%	1%	2%
Mexico	48%	16%	21%	4%	3%	4%	3%	1%
Malaysia	25%	39%	11%	6%	5%	5%	0%	4%
Nigeria	31%	32%	12%	15%	0%	8%	0%	1%
Netherlands	17%	10%	20%	16%	2%	11%	7%	2%
Peru	22%	23%	16%	9%	14%	6%	3%	3%
Philippines	10%	42%	11%	3%	15%	5%	2%	2%
Pakistan	13%	15%	17%	8%	14%	3%	2%	2%
Poland	18%	11%	24%	17%	3%	6%	7%	1%
Palestine	5%	6%	20%	7%	11%	7%	39%	3%
Paraguay	51%	10%	13%	4%	5%	11%	0%	1%
Serbia	25%	16%	27%	10%	7%	6%	4%	1%
Sweden	30%	13%	16%	7%	4%	9%	6%	2%
Slovenia	35%	11%	21%	10%	3%	6%	3%	3%
Turkey	17%	24%	13%	4%	5%	7%	12%	11%
United States	19%	22%	21%	9%	4%	8%	4%	2%
Vietnam	45%	17%	13%	8%	6%	5%	1%	2%

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4. Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population

↑ TOP 3 ↓ BOTTOM 3

My job

Paraguay	51%	Ireland	15%
Mexico	48%	Ecuador	14%
Vietnam	45%	Pakistan	13%

Lack of job/unemployment

Ecuador	27%	Netherlands	2%
Argentina	17%	Ireland	2%
Ivory Coast	16%	Belgium	2%

My family

Croatia	28%	Chile	12%
Iran	28%	Indonesia	12%
Ivory Coast	27%	Nigeria	12%

My health

Poland	17%	Turkey	4%
Netherlands	16%	Paraguay	4%
Germany	16%	Brazil	4%

Lack of money

Philippines	42%	Slovenia	11%
Malaysia	39%	Paraguay	10%
Laos	34%	Netherlands	10%

Changes in life

Belgium	12%	Pakistan	3%
Paraguay	11%	Japan	3%
Netherlands	11%	South Korea	3%

Environmental disasters

Turkey	11%	United Kingdom	1%
India	9%	Argentina	1%
Japan	8%	Finland	1%

The wars around the world

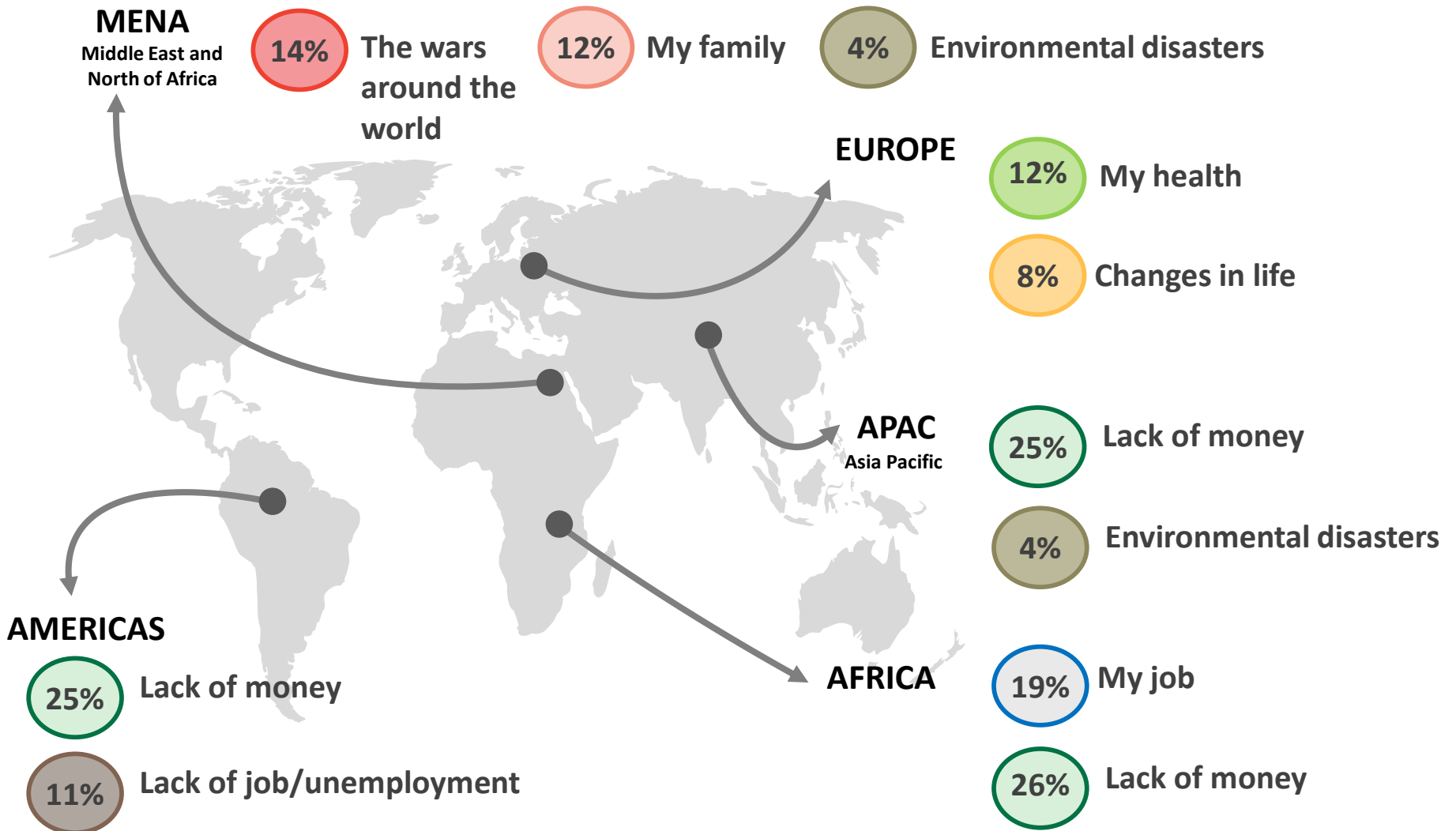
Palestine	39%	Nigeria	0%
Turkey	12%	Malaysia	0%
Germany	10%	Paraguay	0%

Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4. Thinking about the last time you were really stressed, what was it that made you stressed?

Causes of stress

% within total population



Source: WIN 2024. Base: 33866 cases. The percentages of Dk / Nr have not been plotted.

Q4. Thinking about the last time you were really stressed, what was it that made you stressed?

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	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

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	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	1210	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	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	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	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