



WIN



Worldwide
Independent Network
Of Market Research

International Day of Yoga

Worldviews Survey 2025



Practice mindfulness techniques

% within total population

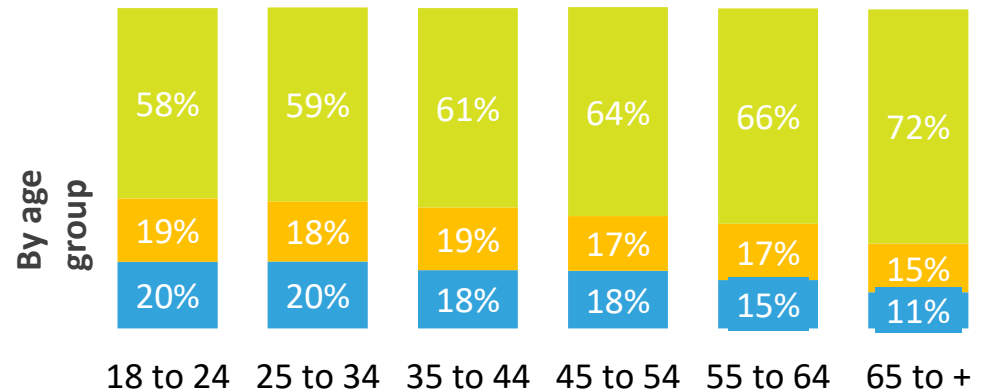
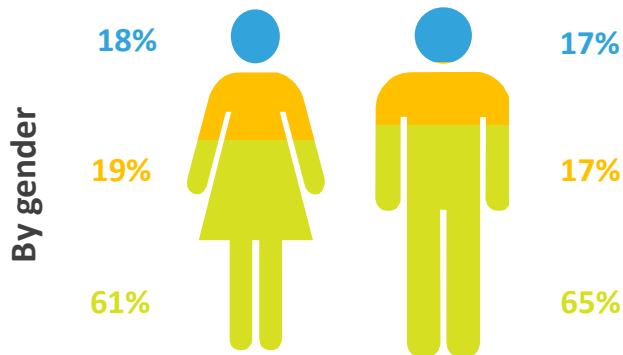
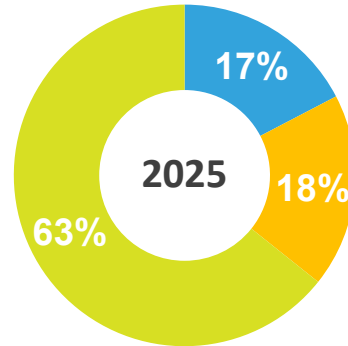
HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of DK/NR have not been plotted

Practice mindfulness techniques

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



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 2025. Base: 35515 cases. The percentages of DK/NR have not been plotted.

Practice mindfulness techniques

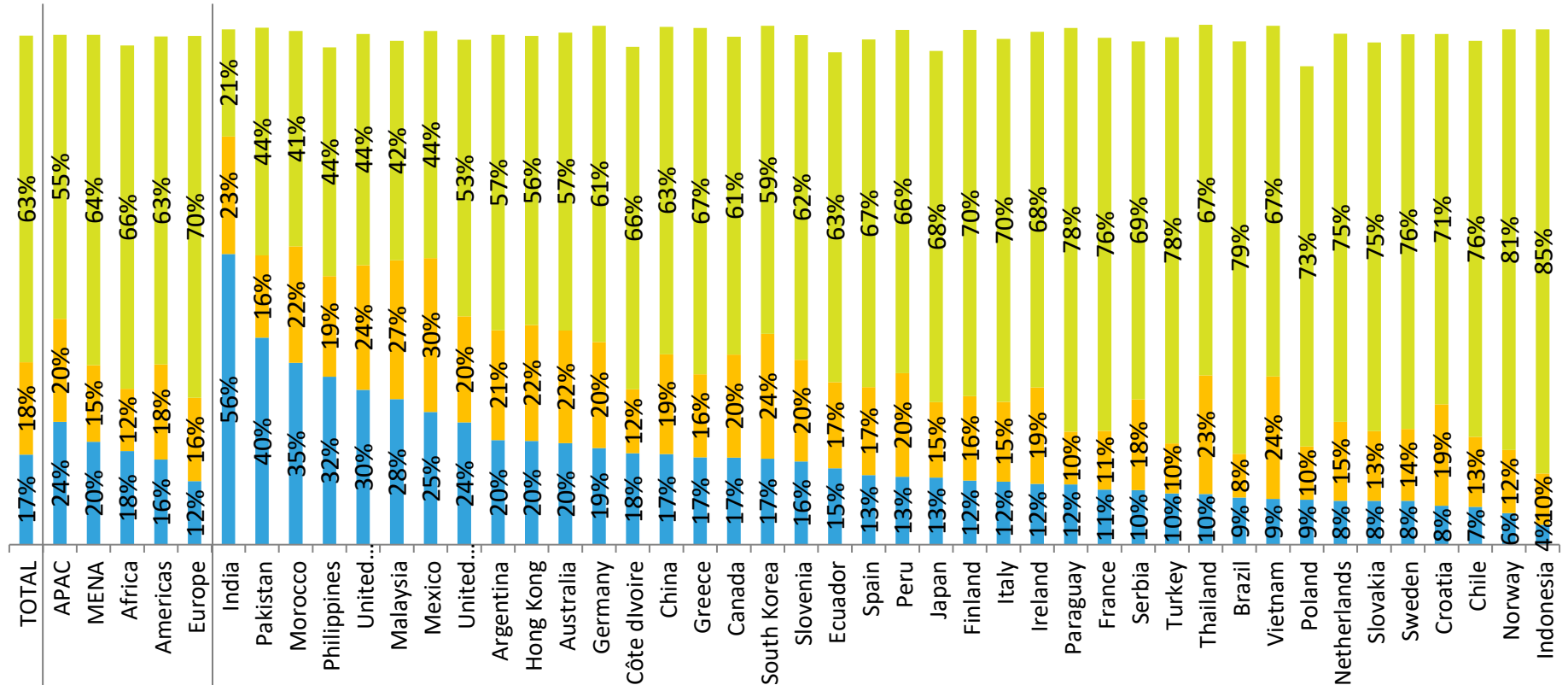
% within total population

HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND PERCEPTION OF HEALTH

	TOTAL	Q1 - How do you consider your overall health in general?	
		Very healthy + healthy	Somewhat unhealthy + unhealthy
A lot/ very often + Moderately/ fairly often	17%	19%	12%
A little/sometimes	18%	18%	17%
Very little/ occasionally + Never	63%	61%	69%

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND HABITS

		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	TOTAL	17%	18%	63%
Smoke	A lot/ very often + Moderately/ fairly often	22%	16%	60%
	A little/sometimes	21%	27%	50%
	Very little/ occasionally + Never	16%	17%	65%
Drink Alcohol	A lot/ very often + Moderately/ fairly often	22%	16%	60%
	A little/sometimes	14%	21%	64%
	Very little/ occasionally + Never	16%	17%	65%
Exercise	A lot/ very often + Moderately/ fairly often	27%	20%	52%
	A little/sometimes	12%	22%	64%
	Very little/ occasionally + Never	9%	11%	78%

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND HABITS

		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	TOTAL	17%	18%	63%
Suffer from stress	A lot/ very often + Moderately/ fairly often	21%	18%	59%
	A little/sometimes	15%	21%	62%
	Very little/ occasionally + Never	16%	15%	68%
Take medicines prescribed by a doctor	A lot/ very often + Moderately/ fairly often	20%	16%	61%
	A little/sometimes	17%	23%	58%
	Very little/ occasionally + Never	14%	16%	68%
Sleep well	A lot/ very often + Moderately/ fairly often	21%	17%	60%
	A little/sometimes	13%	20%	65%
	Very little/ occasionally + Never	11%	15%	72%

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND HABITS

		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	TOTAL	17%	18%	63%
Take vitamin supplements	A lot/ very often + Moderately/ fairly often	26%	20%	52%
	A little/sometimes	16%	25%	58%
	Very little/ occasionally + Never	11%	13%	74%
Avoid products that cause an allergic reaction	A lot/ very often + Moderately/ fairly often	24%	19%	55%
	A little/sometimes	16%	24%	58%
	Very little/ occasionally + Never	12%	15%	72%
Concern about healthy living	A lot/ very often + Moderately/ fairly often	23%	19%	57%
	A little/sometimes	10%	19%	69%
	Very little/ occasionally + Never	11%	12%	74%
Self-medicate	A lot/ very often + Moderately/ fairly often	31%	19%	48%
	A little/sometimes	17%	23%	59%
	Very little/ occasionally + Never	14%	16%	68%
Have contact with nature	A lot/ very often + Moderately/ fairly often	25%	19%	54%
	A little/sometimes	12%	21%	65%
	Very little/ occasionally + Never	9%	11%	77%

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND FEELING DIFFERENT STATES

		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	TOTAL	17%	18%	63%
Worried	A lot/ very often + Moderately/ fairly often	20%	19%	59%
	A little/sometimes	15%	20%	63%
	Very little/ occasionally + Never	16%	15%	67%
Tired/ lacking energy	A lot/ very often + Moderately/ fairly often	20%	18%	60%
	A little/sometimes	15%	20%	63%
	Very little/ occasionally + Never	17%	15%	66%
Had trouble sleeping	A lot/ very often + Moderately/ fairly often	20%	18%	60%
	A little/sometimes	16%	21%	62%
	Very little/ occasionally + Never	17%	16%	66%
Overwhelmed	A lot/ very often + Moderately/ fairly often	24%	18%	56%
	A little/sometimes	16%	22%	60%
	Very little/ occasionally + Never	15%	15%	68%

RELATION BETWEEN PRACTICE OF MINDFULNESS TECHNIQUES AND FEELING DIFFERENT STATES

		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never
	TOTAL	17%	18%	63%
Sad, empty, depressed	A lot/ very often + Moderately/ fairly often	22%	19%	57%
	A little/sometimes	17%	21%	60%
	Very little/ occasionally + Never	16%	16%	67%
Irritable, moody	A lot/ very often + Moderately/ fairly often	22%	18%	58%
	A little/sometimes	16%	21%	62%
	Very little/ occasionally + Never	16%	16%	66%
Lonely	A lot/ very often + Moderately/ fairly often	24%	18%	56%
	A little/sometimes	17%	22%	59%
	Very little/ occasionally + Never	15%	16%	67%
Concern about your children's mental health	A lot/ very often + Moderately/ fairly often	26%	19%	53%
	A little/sometimes	16%	22%	60%
	Very little/ occasionally + Never	15%	15%	68%
Concern that your children are not able to talk to you about any major worries they may have	A lot/ very often + Moderately/ fairly often	27%	20%	52%
	A little/sometimes	17%	22%	60%
	Very little/ occasionally + Never	16%	15%	67%

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 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	Côte d'Ivoire	EMC	CAPI	569	NATIONAL	13-25 February 2025
6	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
7	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
8	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
9	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
10	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2025
11	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
12	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
13	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
14	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
15	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
16	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
17	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
18	Italy	BVA Doxa	CAWI	995	NATIONAL	13-16 December 2024
19	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
20	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
21	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025

METHODOLOGY

Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25th 2025

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