



WIN



Worldwide
Independent Network
Of Market Research

Mental Health Day

Worldviews Survey 2025

A global study conducted by Gallup Pakistan and a leading international network of researchers



WIN

Worldwide
Independent Network
Of Market Research



MOST FREQUENT NEGATIVE EMOTIONAL STATES RELATED TO MENTAL HEALTH



Most frequent negative emotional states related to mental health

% within total population

Global Average	A lot/ very often + Moderately/ fairly often
Tired/ lacking energy	37%
Worried	33%
Suffer from stress	32%
Had trouble sleeping	28%
Overwhelmed	24%
Irritable, moody	23%
Sad, empty, depressed	22%
Lonely	20%

Source: WIN 2025. Base: 35515 cases.

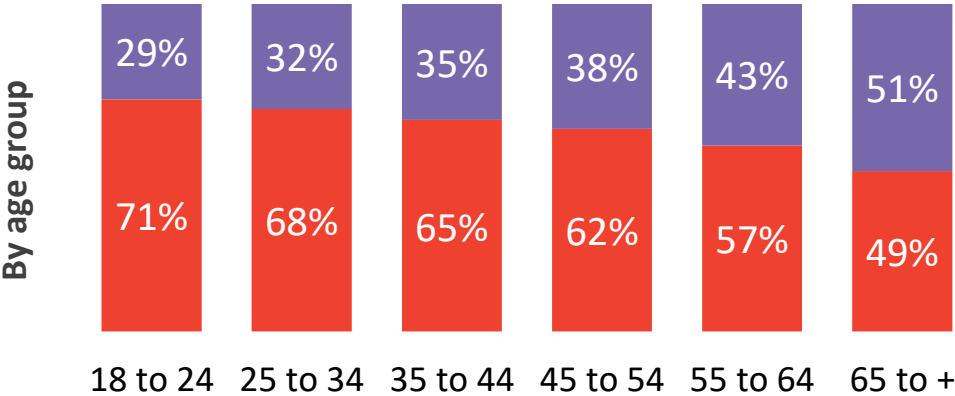
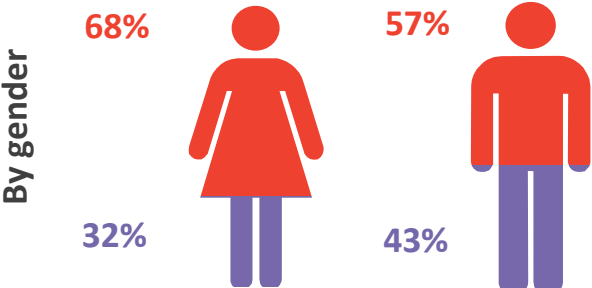
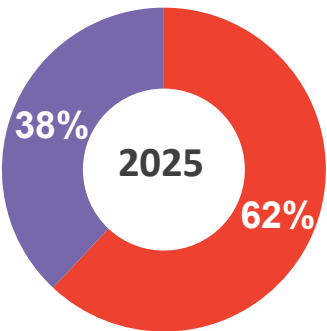
Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL AT LEAST ONE OF THE FOLLOWING STATES OFTEN (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)?
WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY,

STRESS
■ YES ■ NO

Global Average



Source: WIN 2025. Base: 35515 cases.

Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL AT LEAST ONE OF THE FOLLOWING STATES OFTEN (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)?
 WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY,
 STRESS

■ YES ■ NO



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

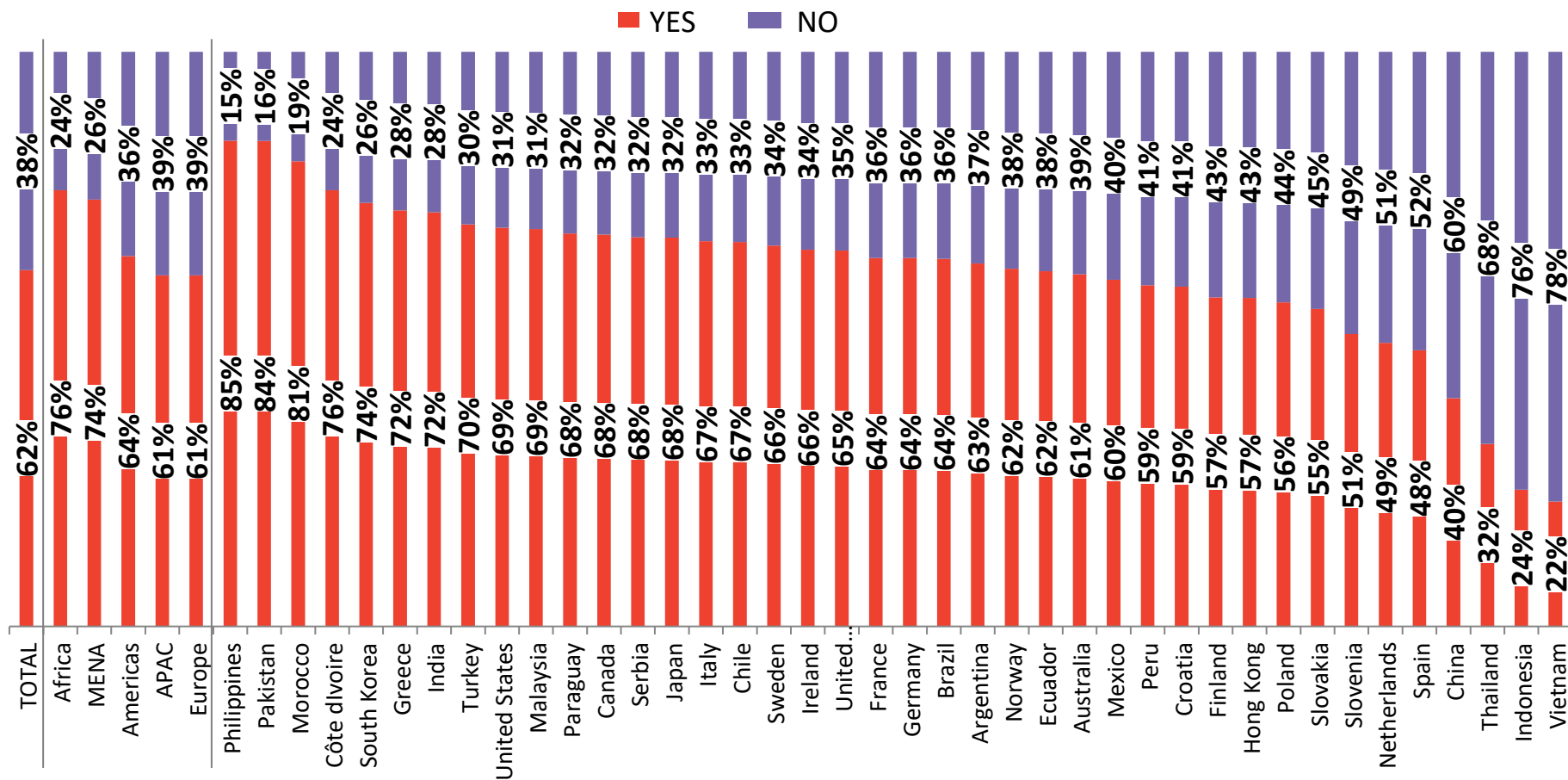


Source: WIN 2025. Base: 35515 cases.

Frequent negative emotional states related to mental health

% within total population

DO YOU FEEL AT LEAST ONE OF THE FOLLOWING STATES OFTEN (A LOT/ VERY OFTEN + MODERATELY/ FAIRLY OFTEN)?
WORRIED, TIRED/ LACKING ENERGY, HAD TROUBLE SLEEPING, OVERWHELMED, SAD, EMPTY, DEPRESSED, IRRITABLE, MOODY, LONELY,
STRESS



Source: WIN 2025. Base: 35515 cases. MENA has only 2 countries. Africa has only 1 country.

- *Suffer from stress* -



Suffer from stress

% within total population

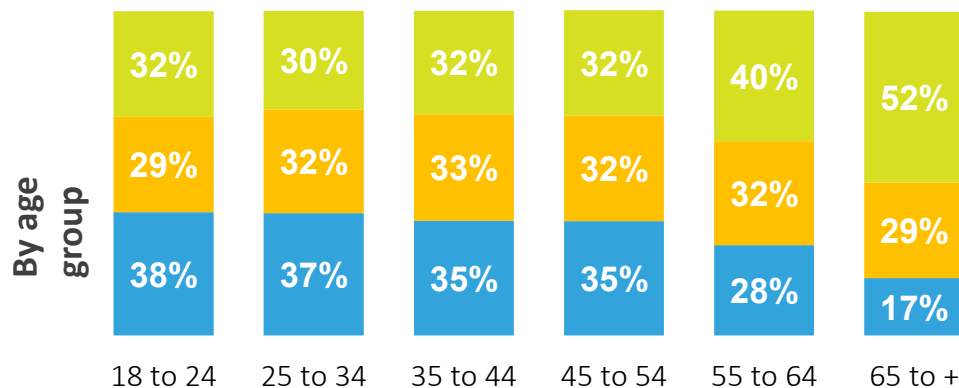
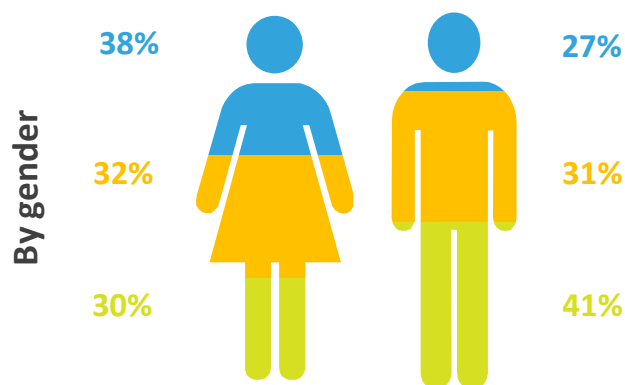
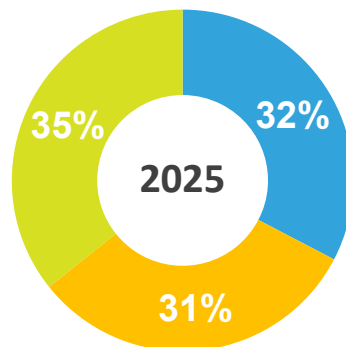
HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ 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.

Suffer from stress

% within total population

■ A lot/ very often / Moderately/ fairly often

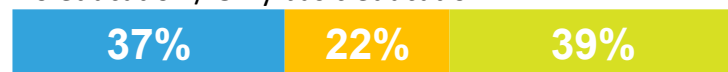
■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

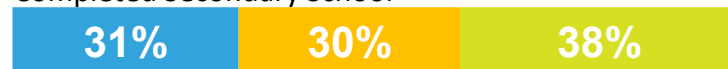
No education / Only basic education



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.

Suffer from stress

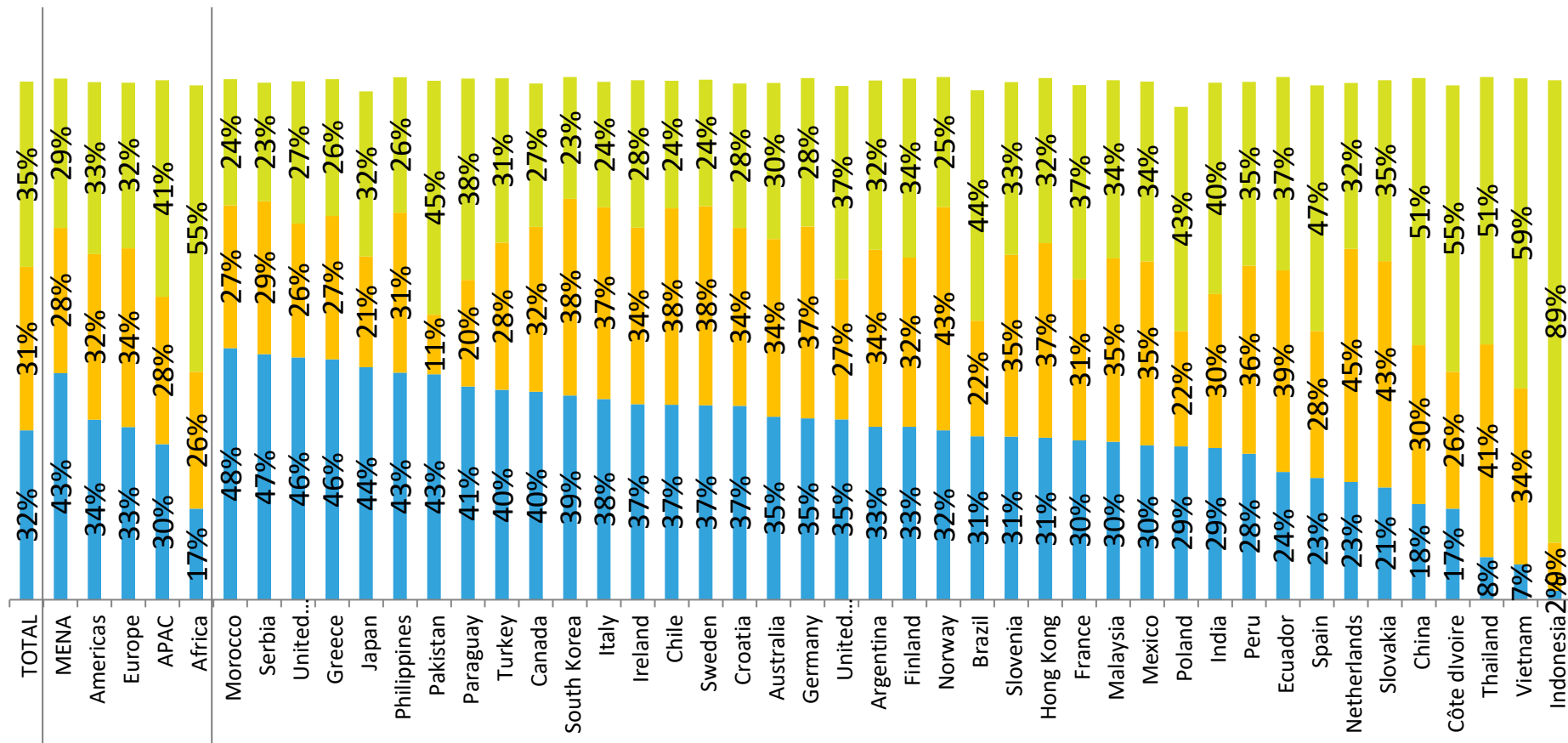
% within total population

HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



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

MENTAL HEALTH-RELATED STATES

- Worried -



Worried

% within total population

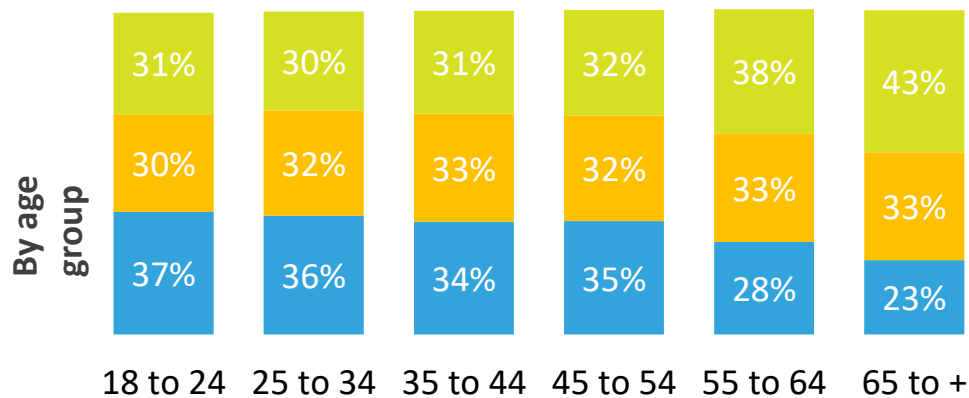
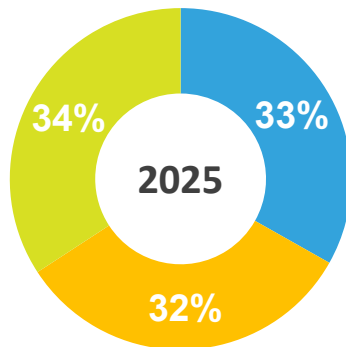
HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?

■ 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.

Worried

% within total population

HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

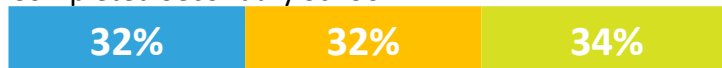
No education / Only basic education



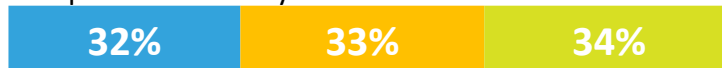
Completed Primary



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.

Worried

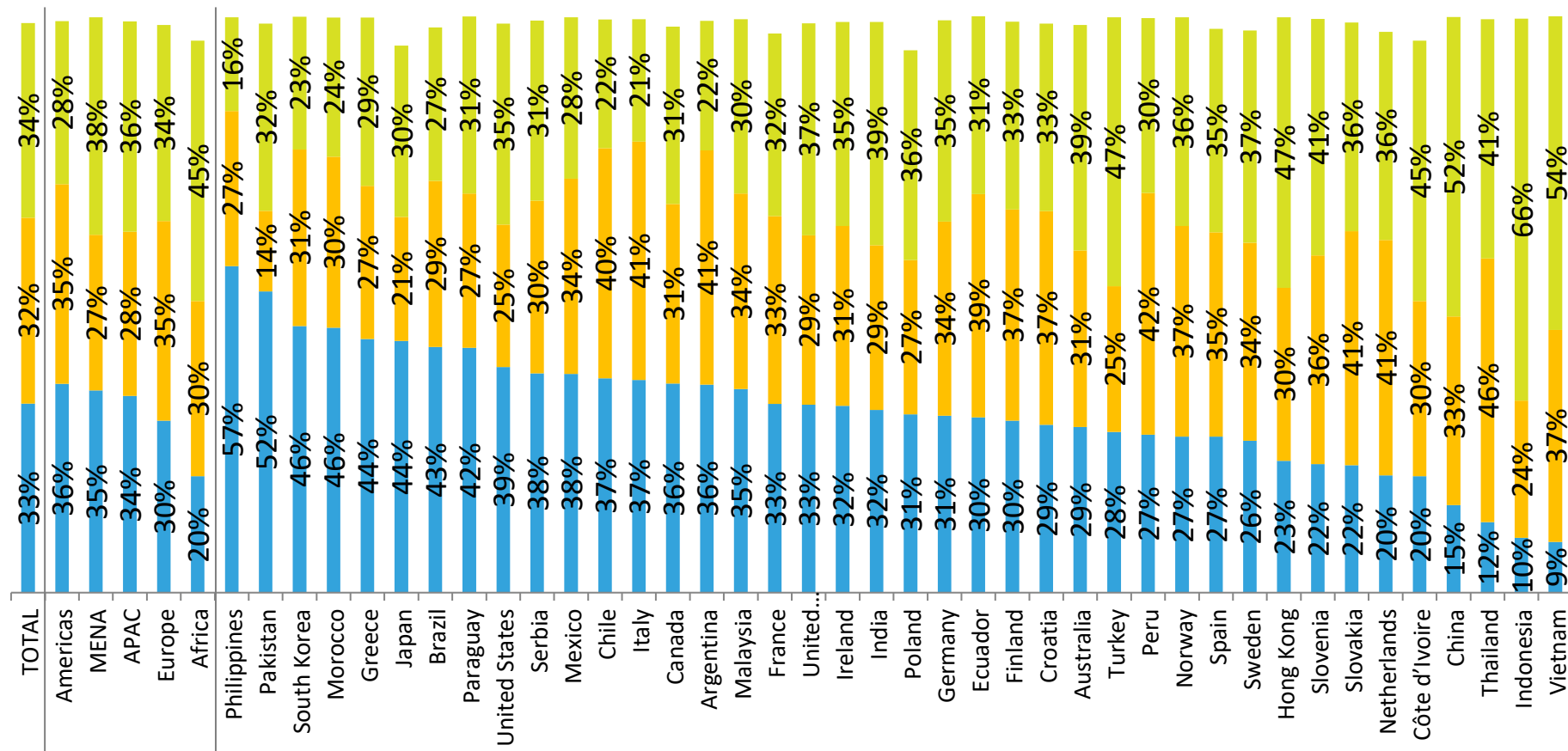
% within total population

HOW OFTEN DID PEOPLE FEEL WORRIED IN THE PAST 30 DAYS?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

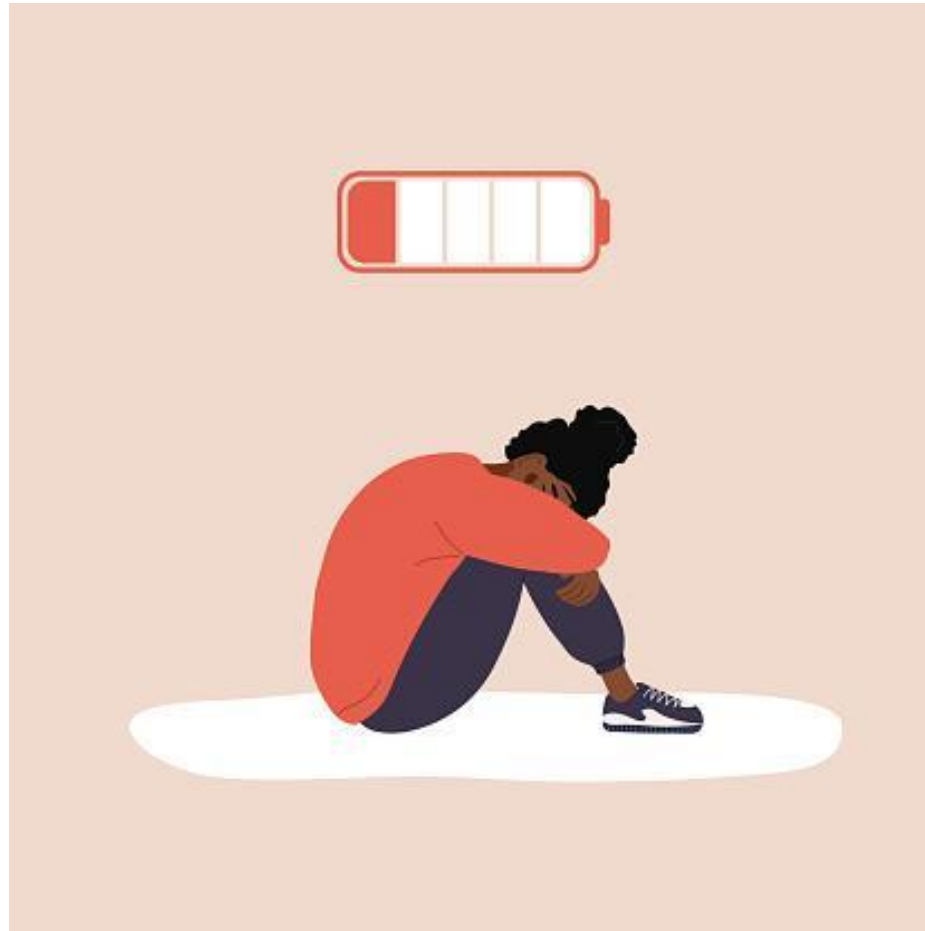
Very little/ occasionally/ Never



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- *Tired/ lacking energy* -



Tired/ lacking energy

% within total population

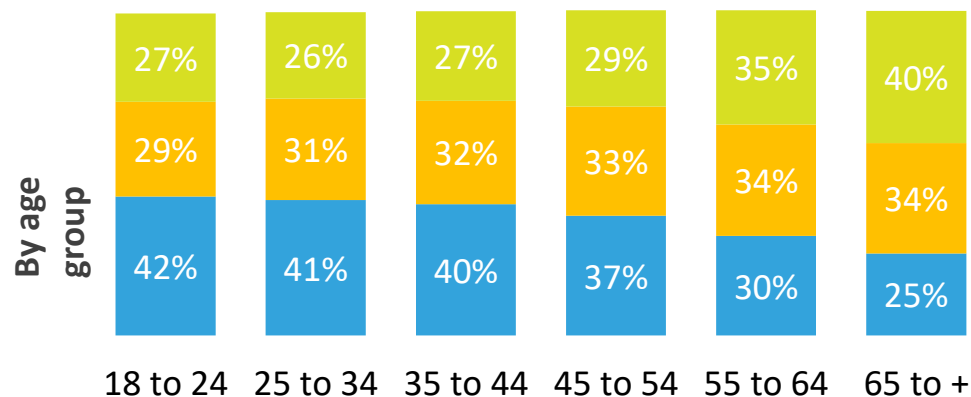
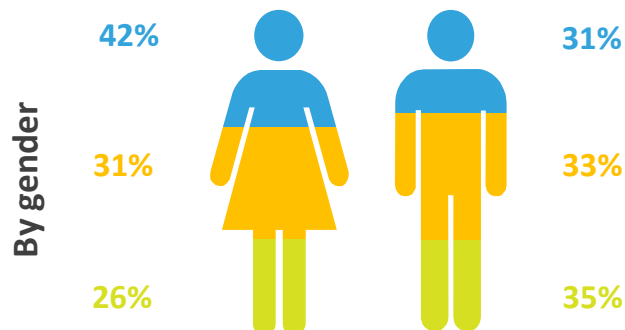
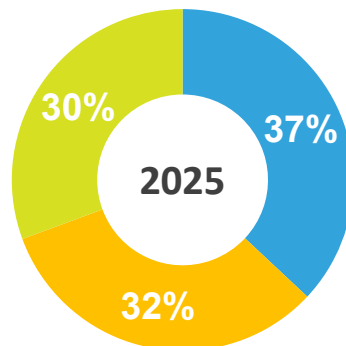
HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?

■ 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.

Tired/ lacking energy

% within total population

HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?

■ 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

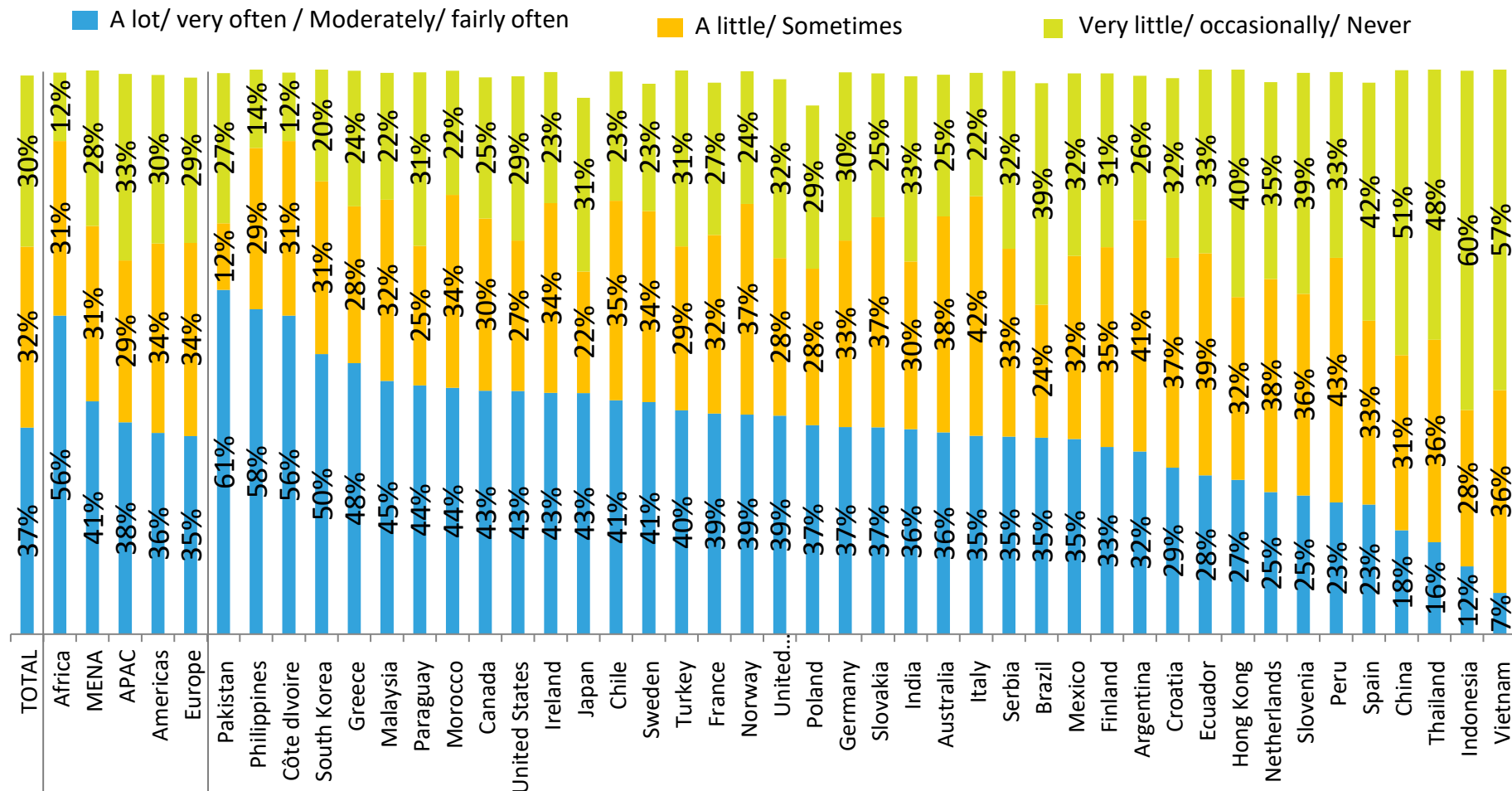


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Tired/ lacking energy

% within total population

HOW OFTEN DID PEOPLE FEEL TIRED/LACKING ENERGY IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- Had trouble sleeping -



Had trouble sleeping

% within total population

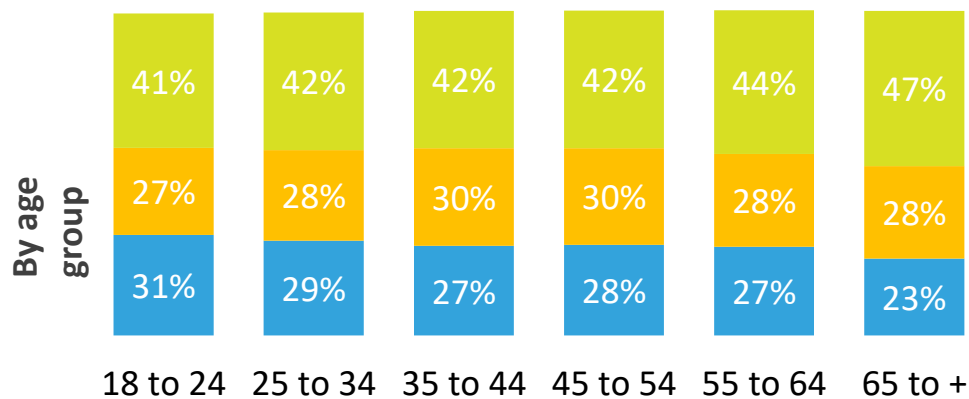
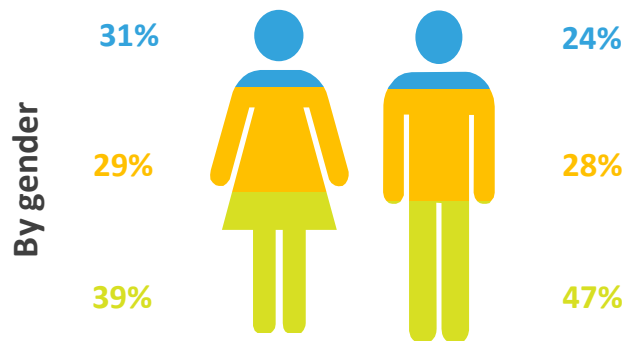
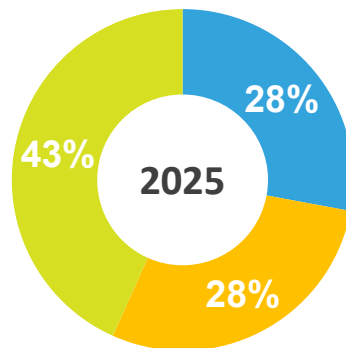
HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?

■ 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.

Had trouble sleeping

% within total population

HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?

■ 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

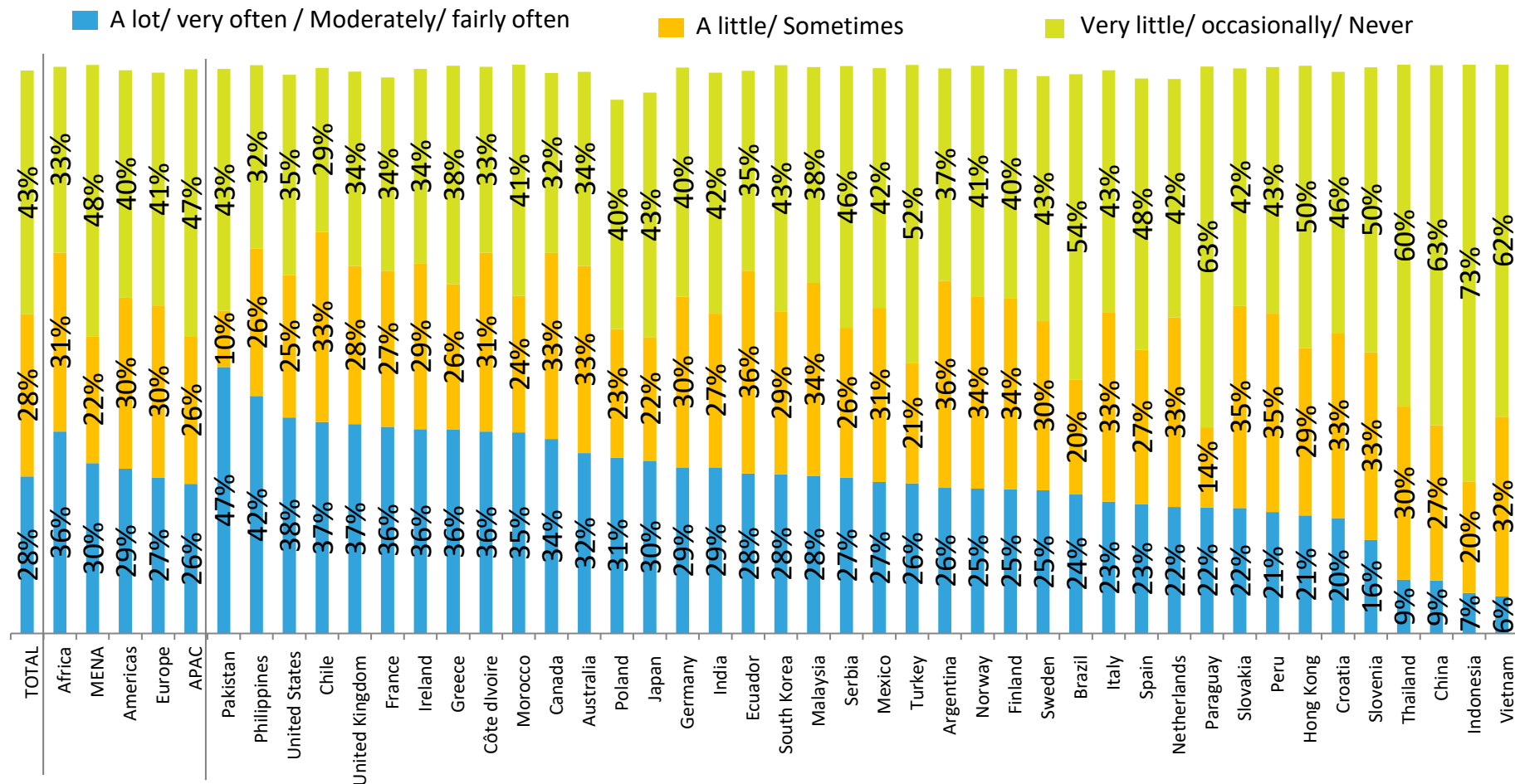


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Had trouble sleeping

% within total population

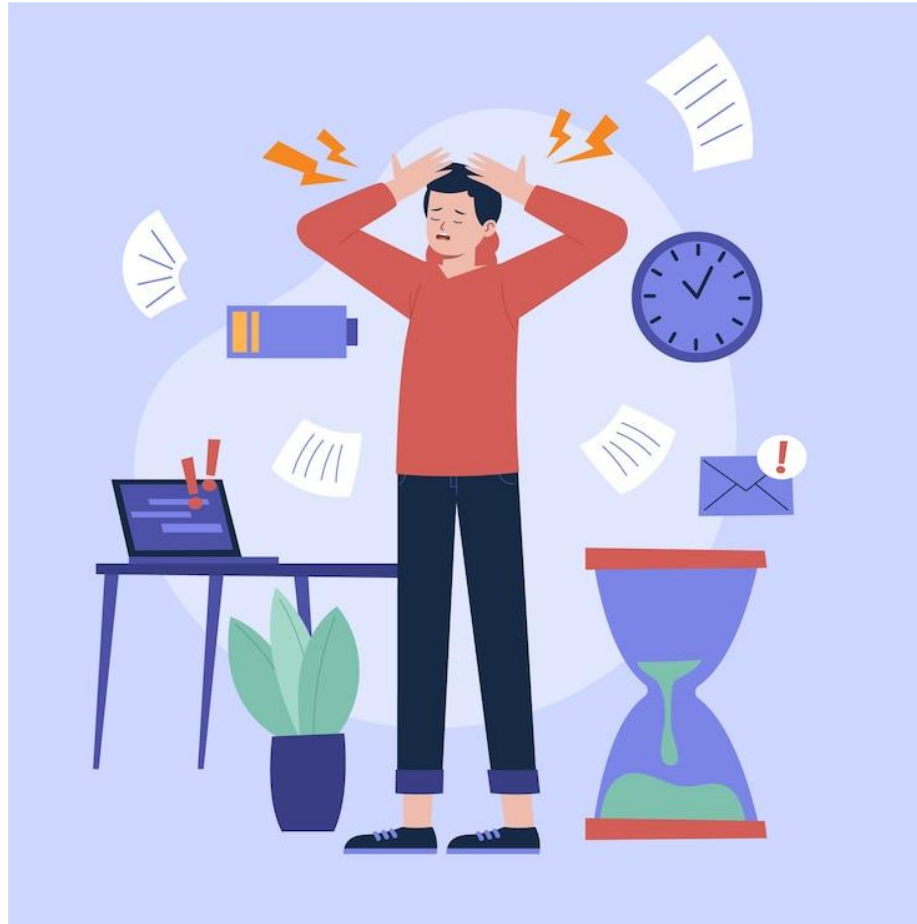
HOW OFTEN DID PEOPLE HAVE TROUBLE SLEEPING IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- Overwhelmed -



Overwhelmed

% within total population

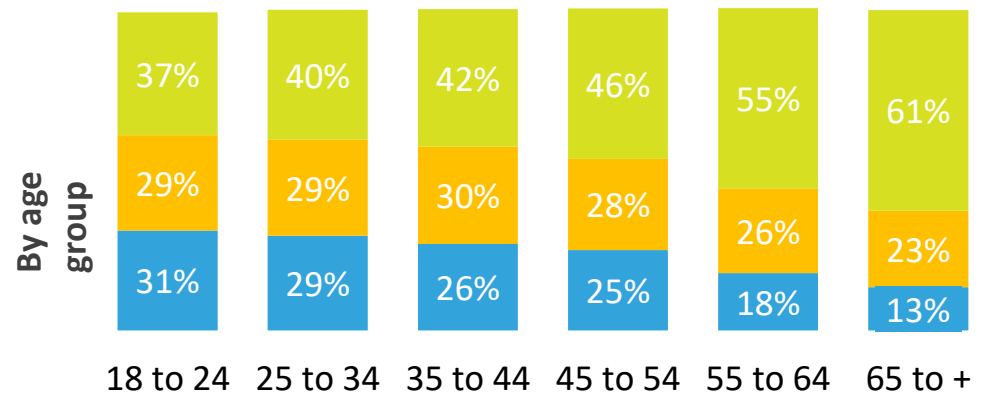
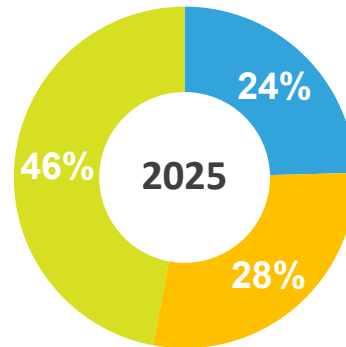
HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?

■ 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.

Overwhelmed

% within total population

HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?

■ 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

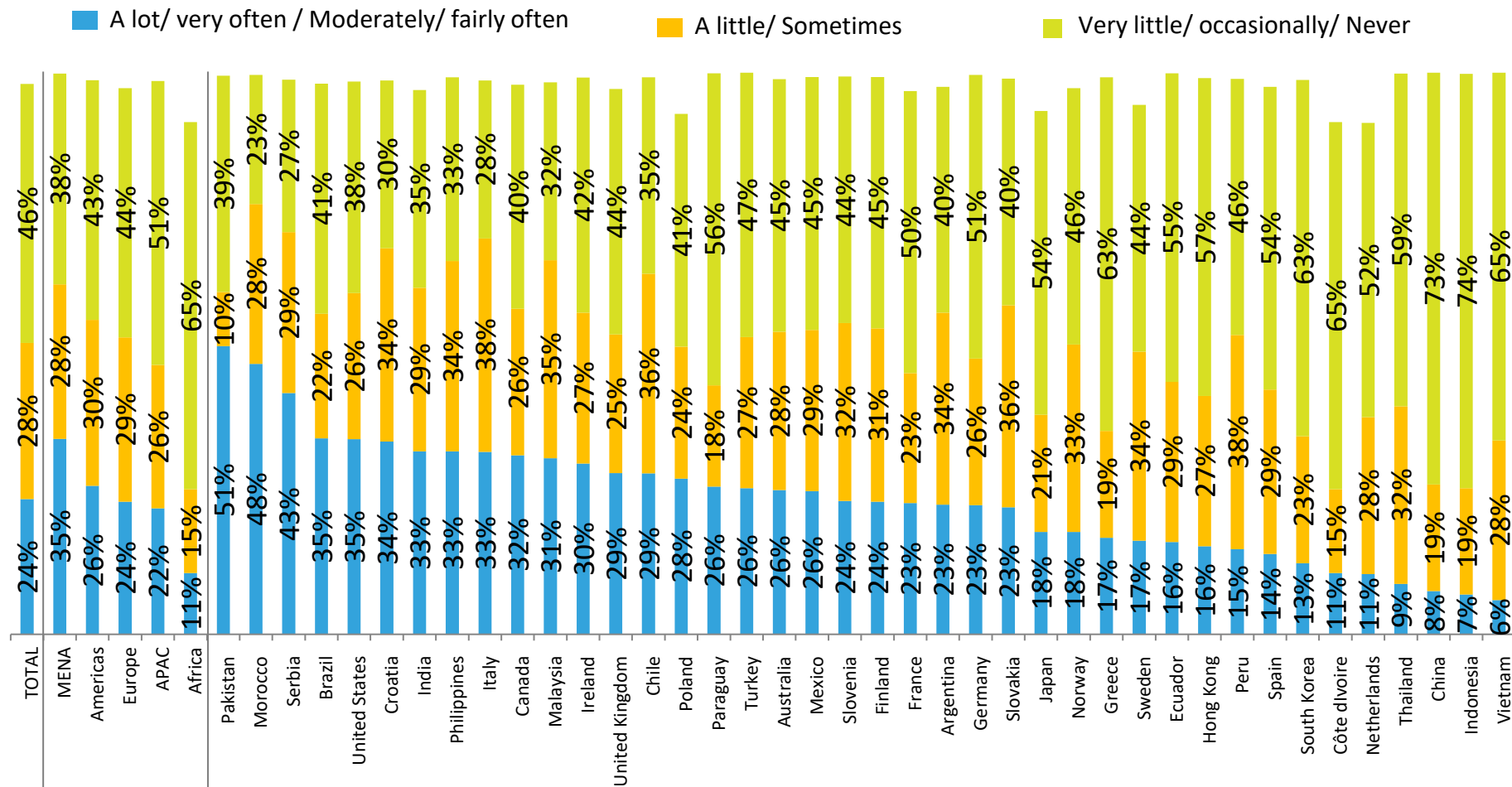


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Overwhelmed

% within total population

HOW OFTEN DID PEOPLE FEEL OVERWHELMED IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- Sad, empty, depressed -



Sad, empty, depressed

% within total population

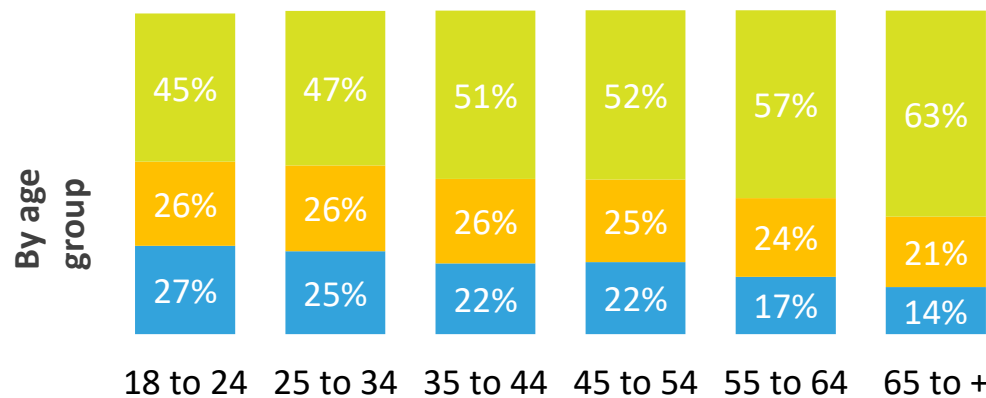
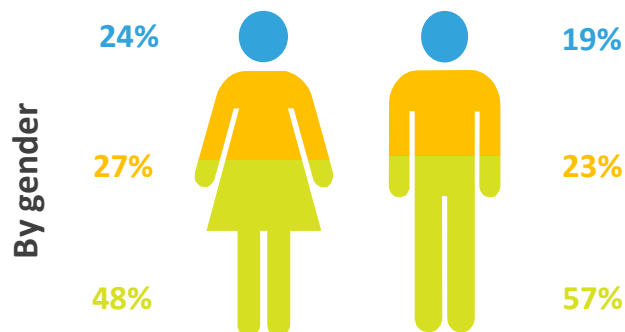
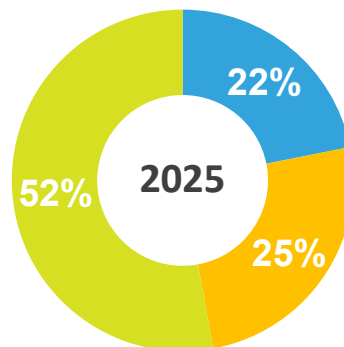
HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?

■ 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.

Sad, empty, depressed

% within total population

HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?

■ 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

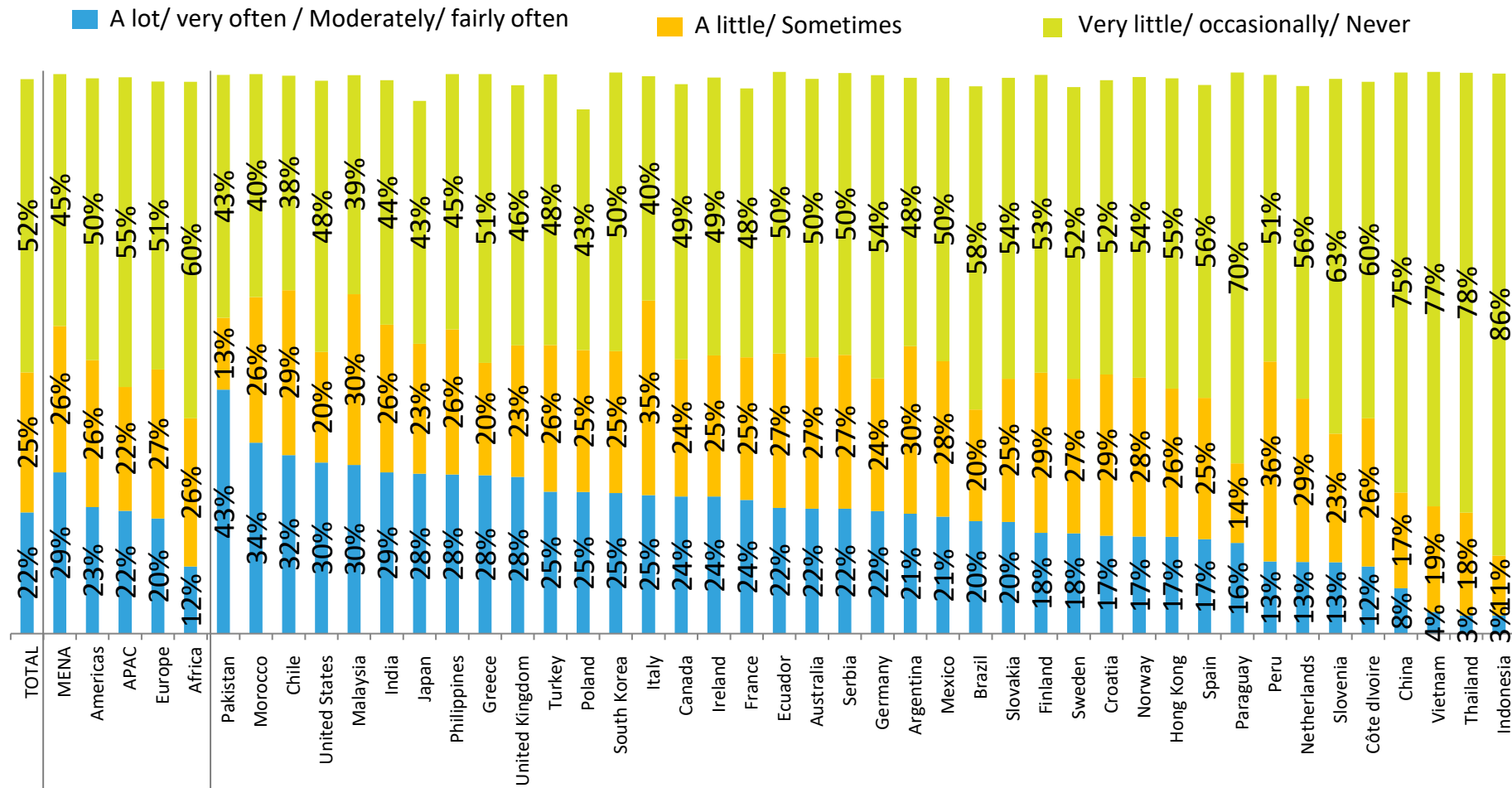


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Sad, empty, depressed

% within total population

HOW OFTEN DID PEOPLE FEEL SAD, EMPTY OR DEPRESSED IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- Irritable, moody -



Irritable, moody

% within total population

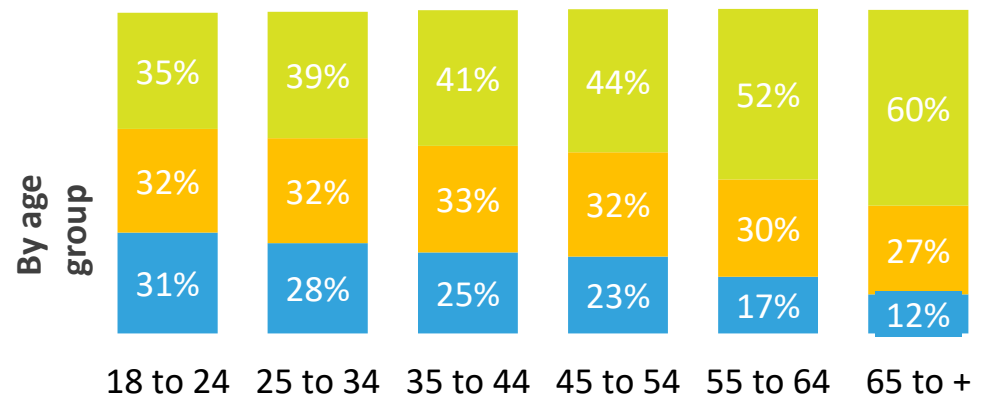
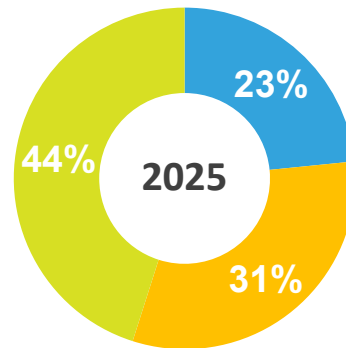
HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?

■ 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.

Irritable, moody

% within total population

HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

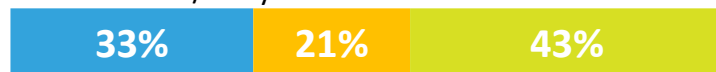
■ A little/ Sometimes

■ 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

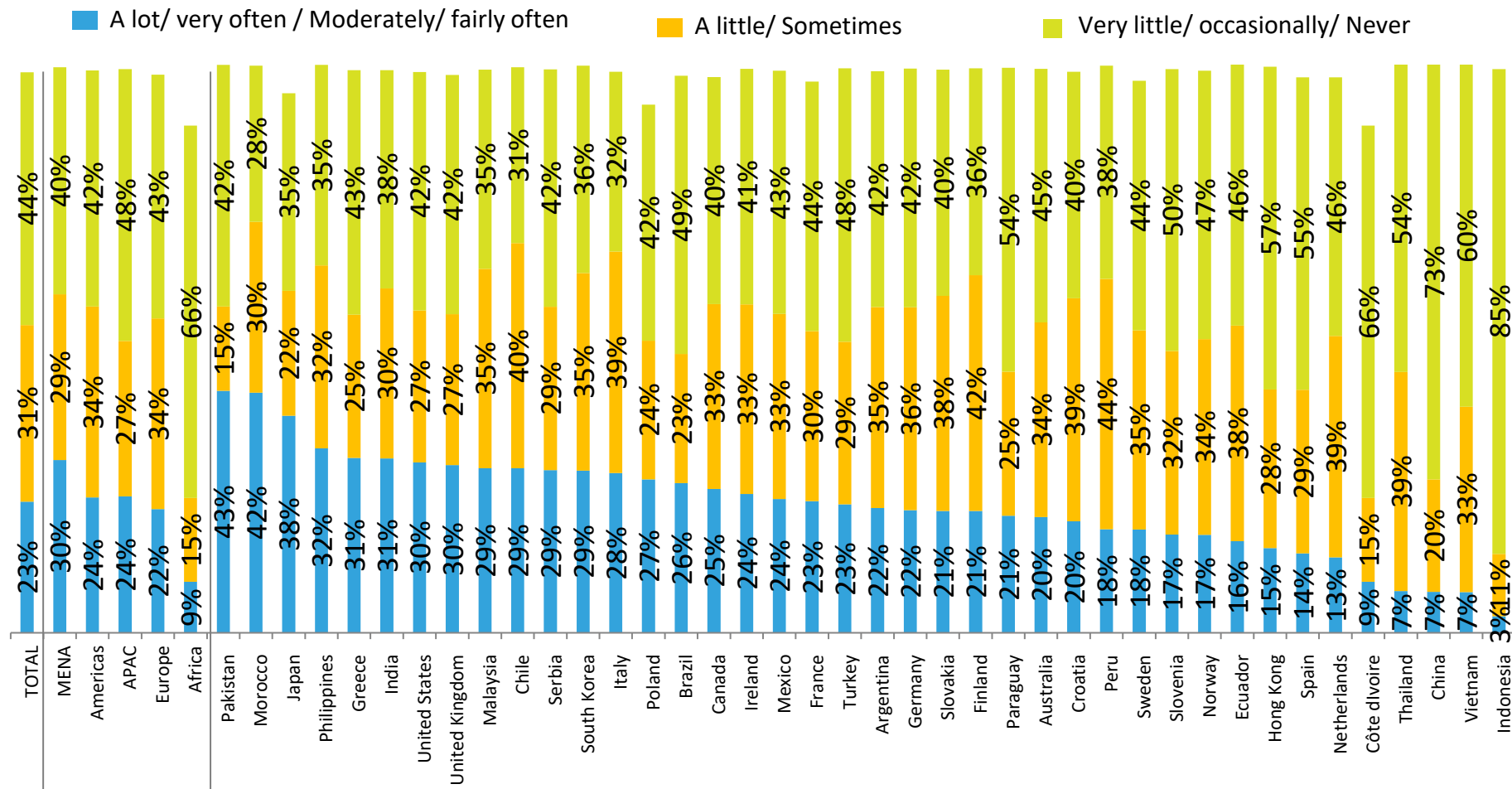


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Irritable, moody

% within total population

HOW OFTEN DID PEOPLE FEEL IRRITABLE OR MOODY IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- *Lonely* -



Lonely

% within total population

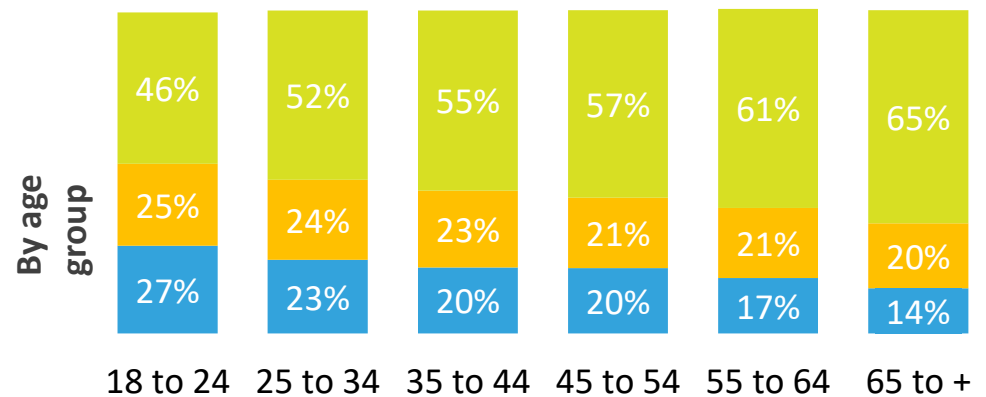
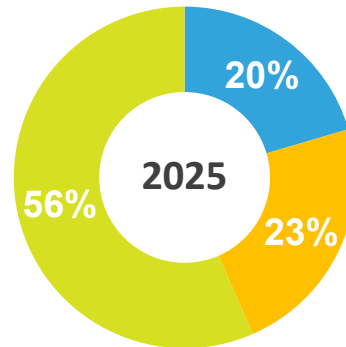
HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?

■ 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.

Lonely

% within total population

HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

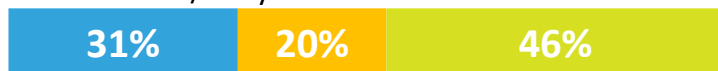
■ A little/ Sometimes

■ 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

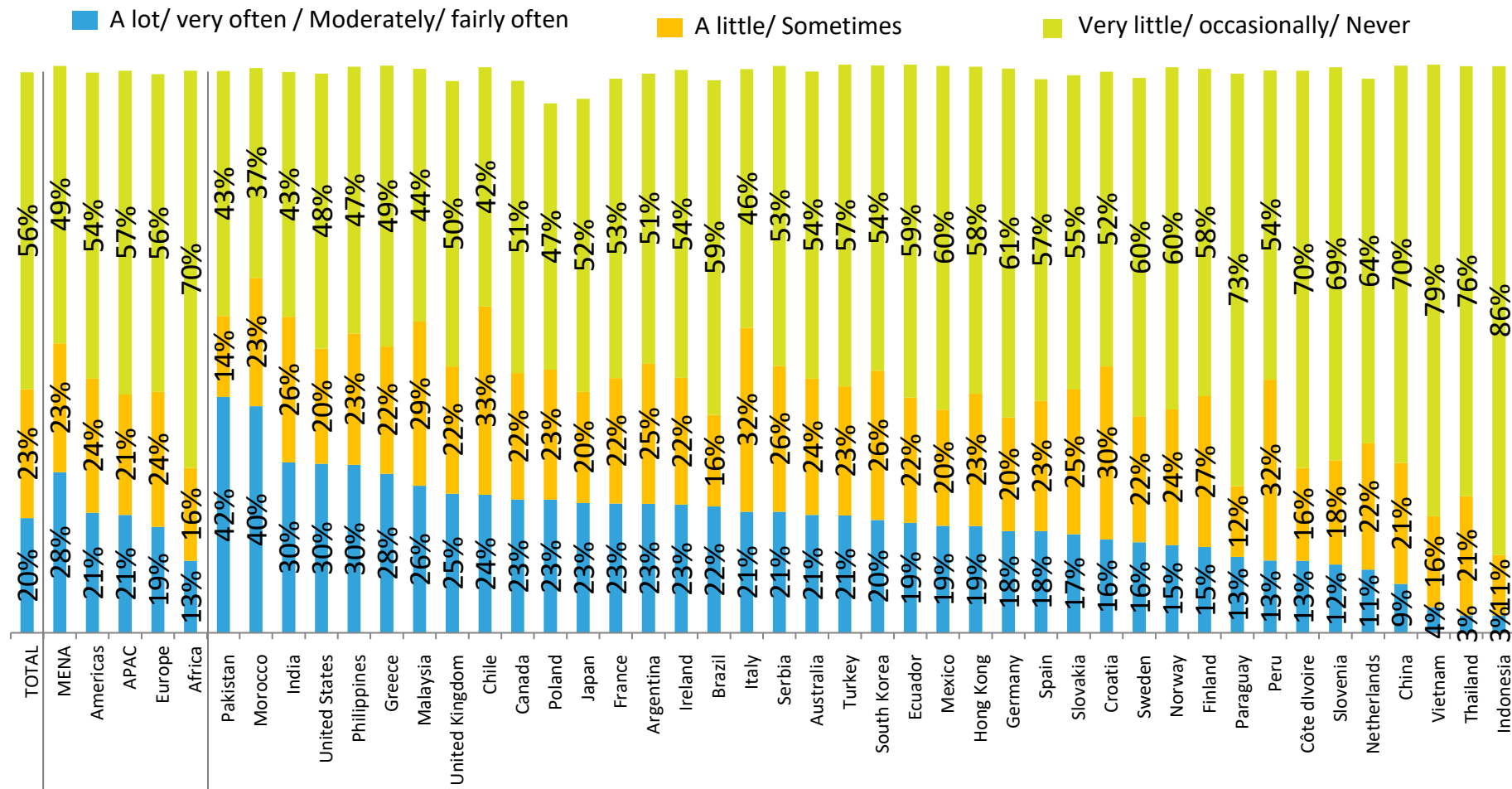


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Lonely

% within total population

HOW OFTEN DID PEOPLE FEEL LONELY IN THE PAST 30 DAYS?



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.

MENTAL HEALTH-RELATED STATES

- *Concern about your children's mental health-*



Concern about your children's mental health

% within total population

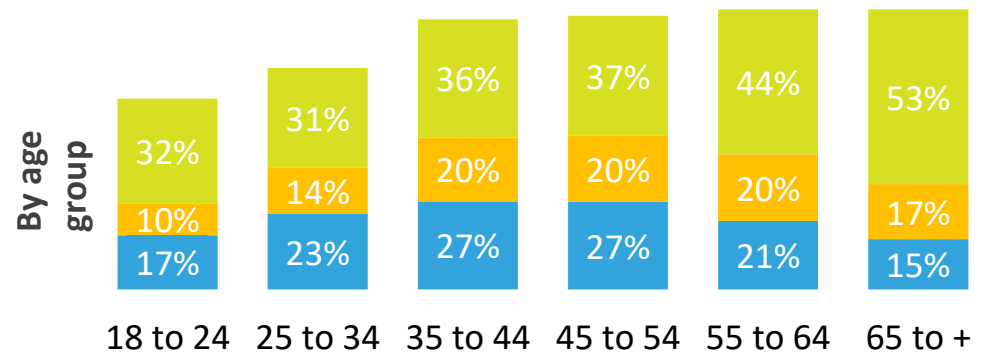
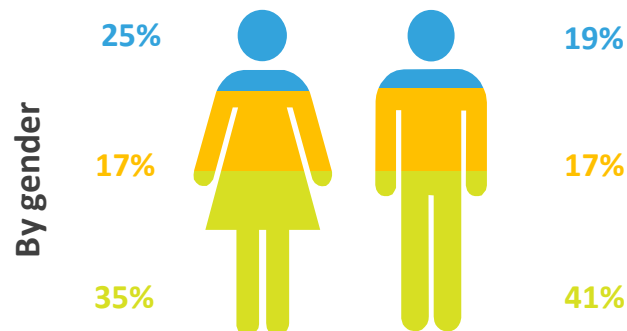
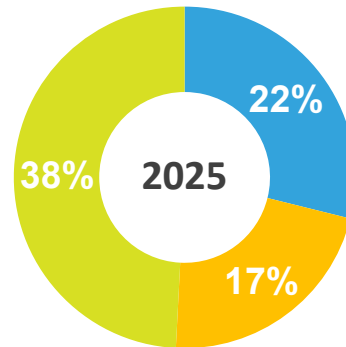
HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

■ 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 / no children have not been plotted.

Concern about your children's mental health

% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

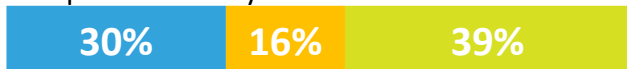


By education level

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 / no children have not been plotted.

Concern about your children's mental health

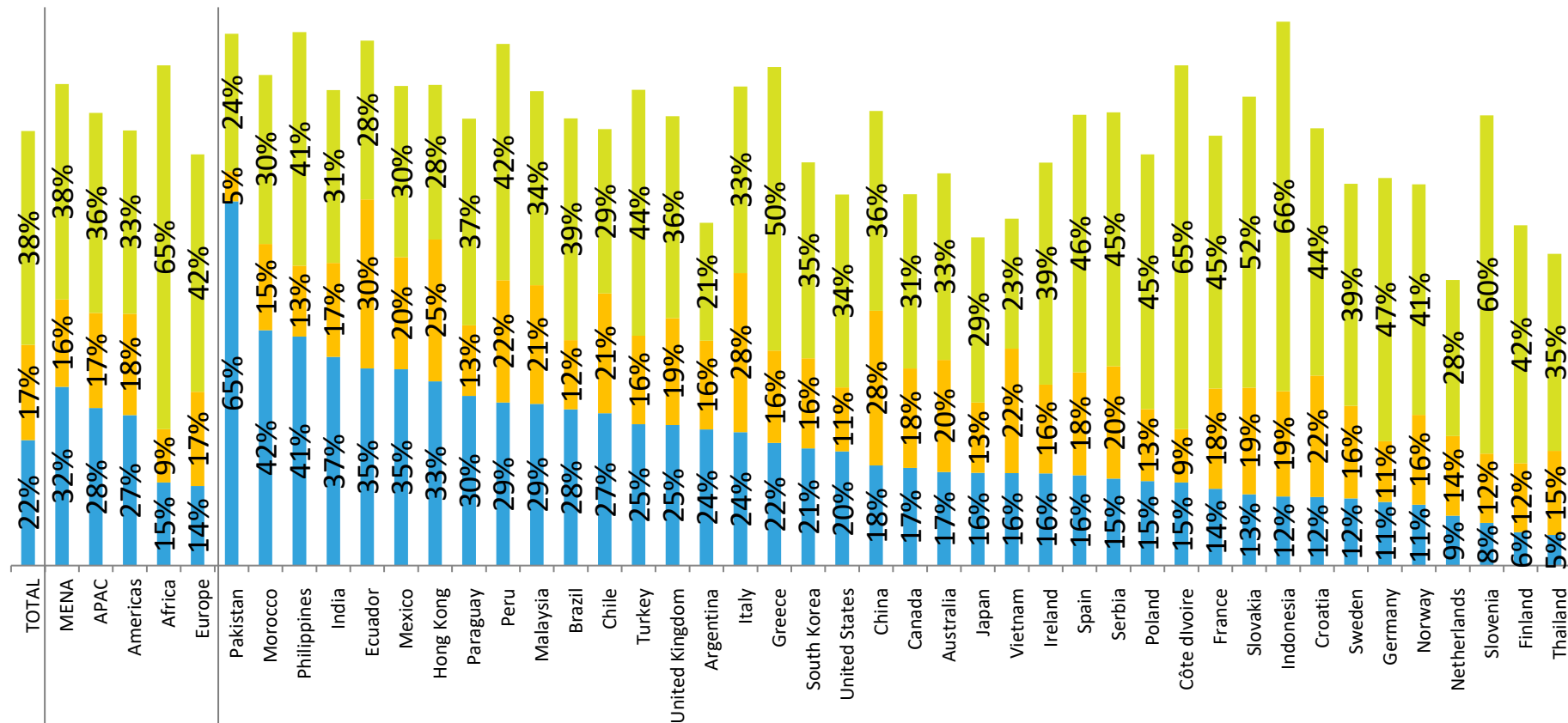
% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 35515 cases. The percentages of Dk/NR/no children have not been plotted. MENA has only 2 countries. Africa has only 1 country.

Concern about your children's mental health

% within those who have children

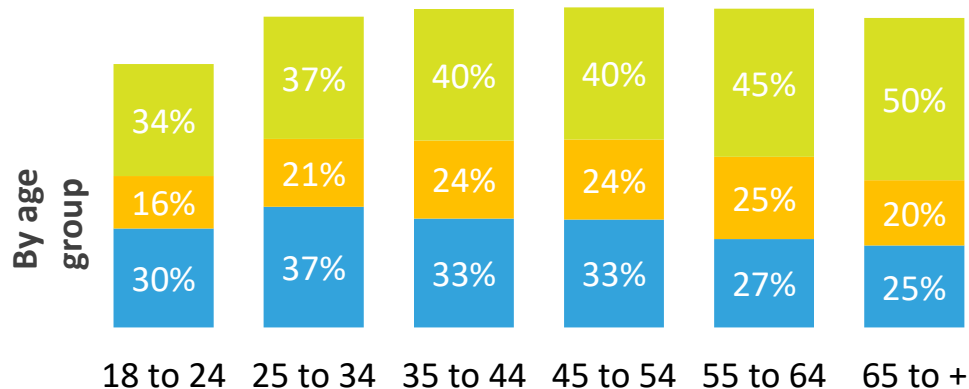
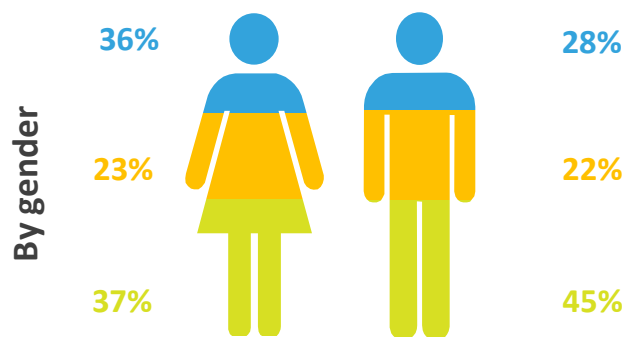
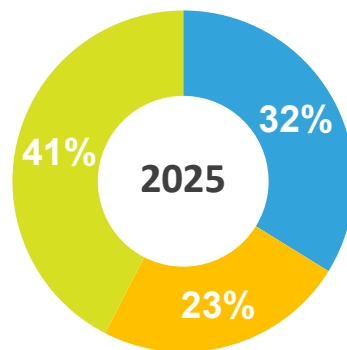
HOW OFTEN DID PEOPLE FEEL CONCERNED ABOUT THEIR CHILDREN'S MENTAL HEALTH IN THE PAST 30 DAYS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 15679 cases, those who have children. The percentages of Dk / Nr have not been plotted.

Concern about your children's mental health

% within those who have children

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■ 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: 15679 cases, those who have children. The percentages of Dk / Nr have not been plotted.

Concern about your children's mental health

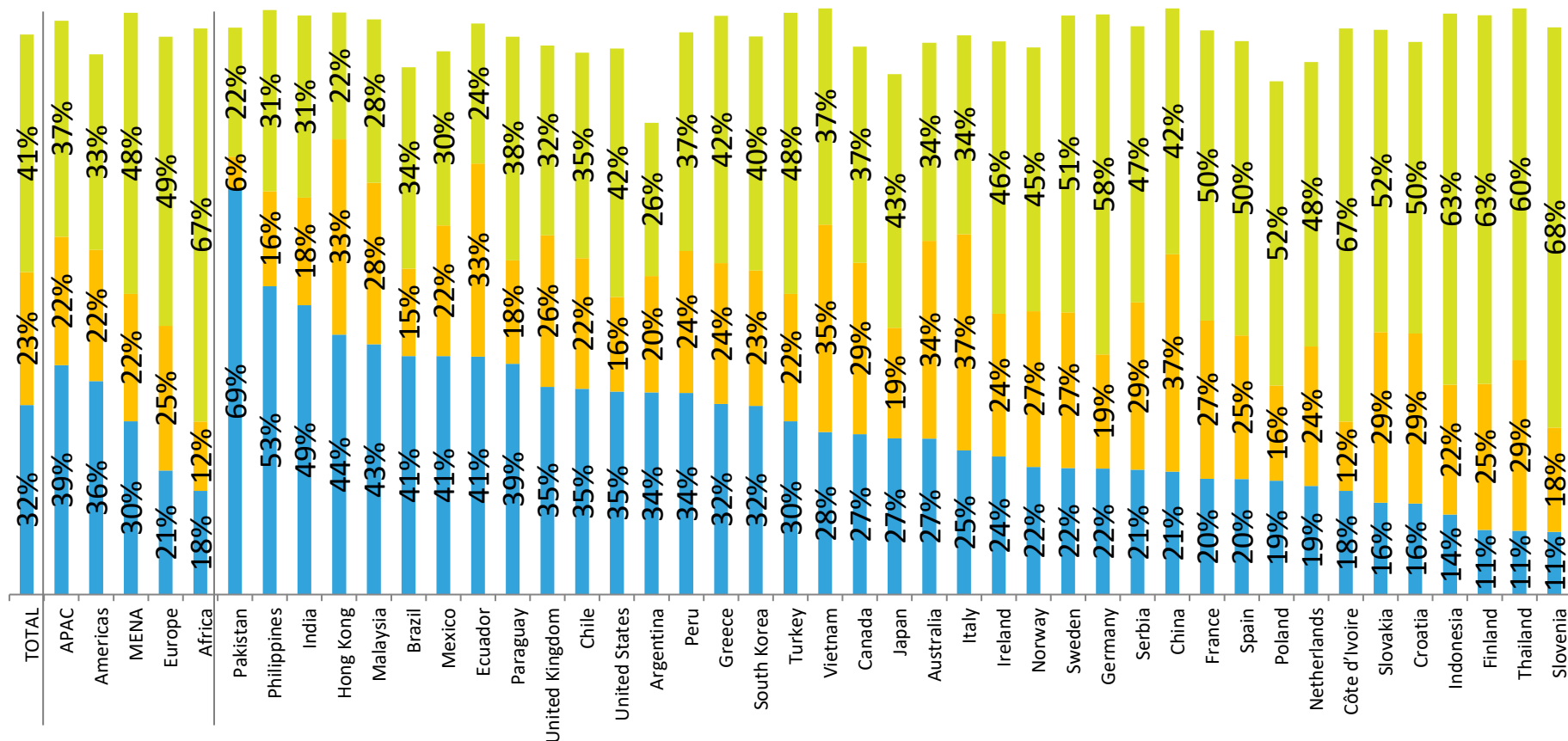
% within those who have children

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MENTAL HEALTH-RELATED STATES

- *Concern that your children are not able to talk to you about any major worries they may have -*



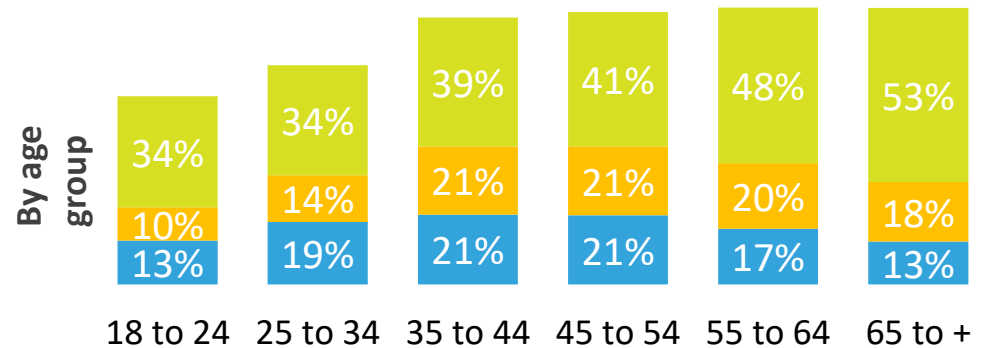
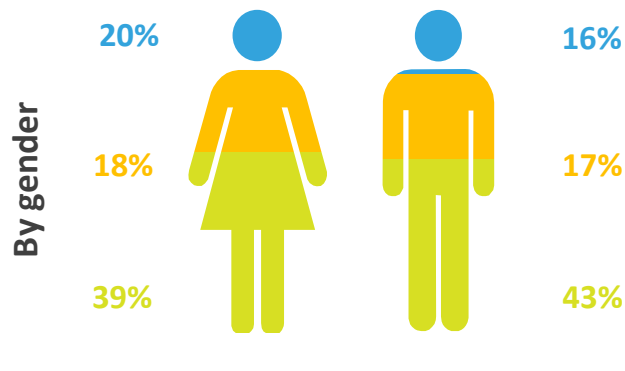
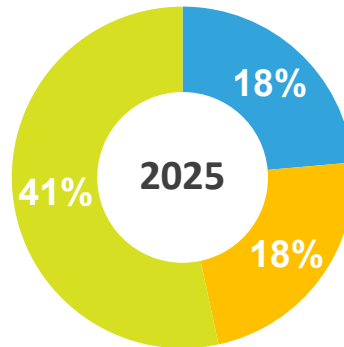
Concern that your children are not able to talk to you about any major worries they may have

% within total population

HOW OFTEN DID PEOPLE FEEL CONCERNED THAT THEIR CHILDREN WERE UNABLE TO TALK TO THEM ABOUT ANY MAJOR WORRIES THEY MIGHT HAVE HAD IN THE PAST 30 DAYS?

■ 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 / no children have not been plotted.

Concern that your children are not able to talk to you about any major worries they may have

% within total population

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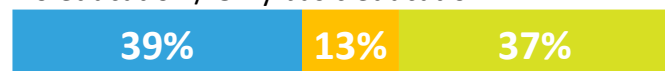
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By education level

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Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr / no children have not been plotted.

Concern that your children are not able to talk to you about any major worries they may have

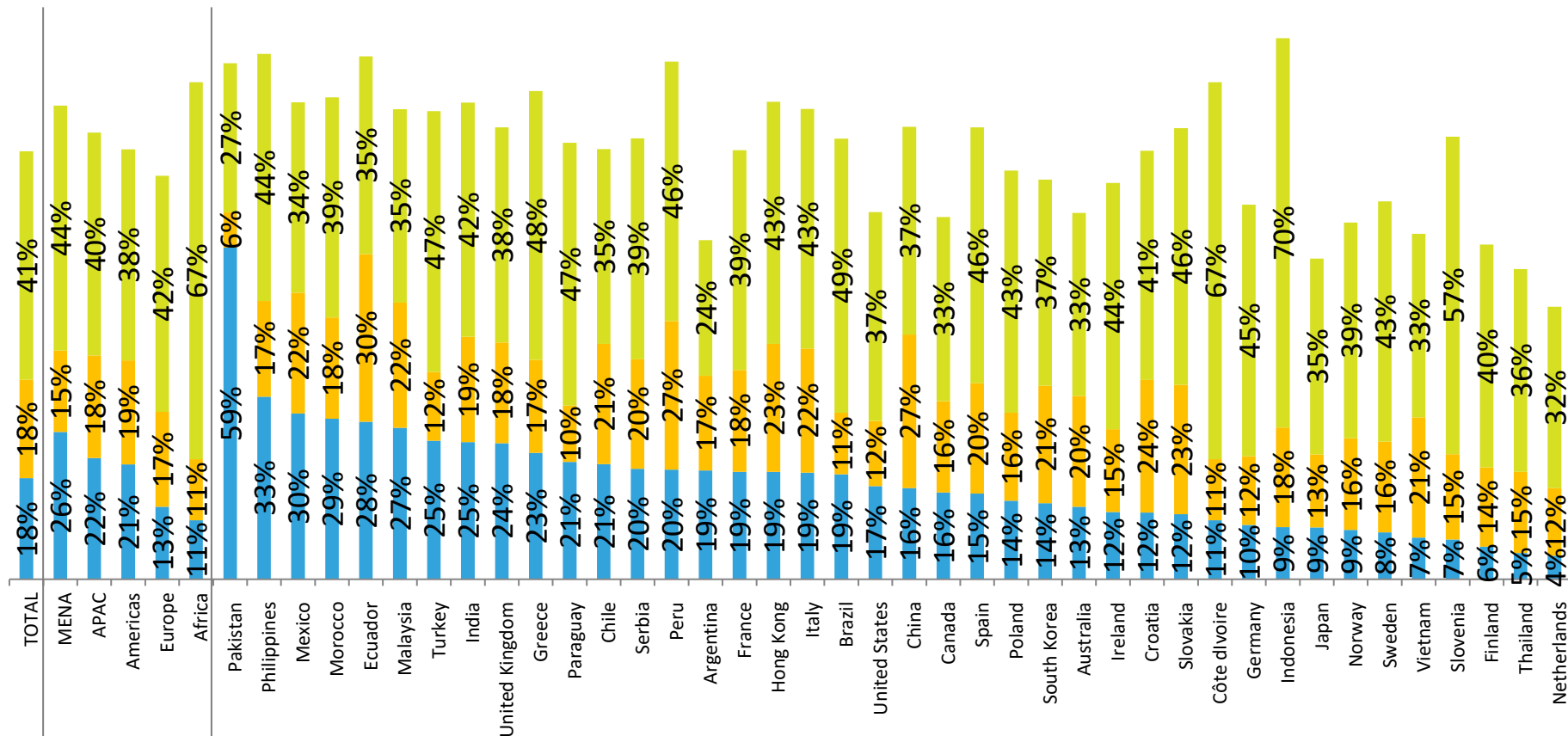
% within total population

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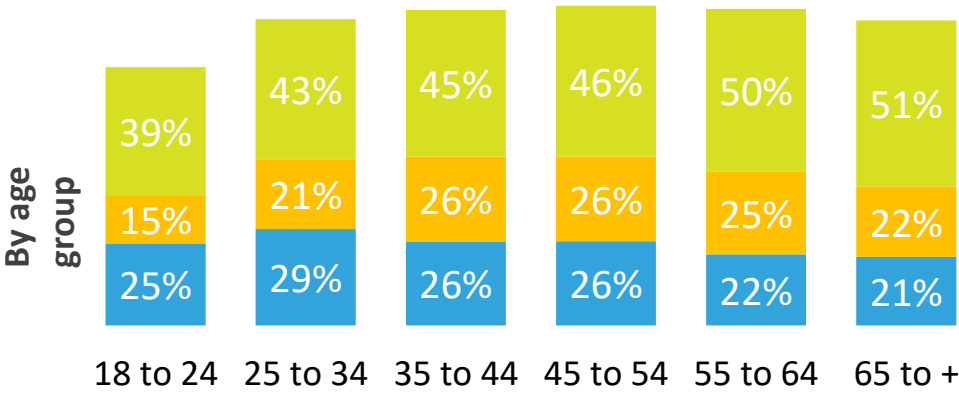
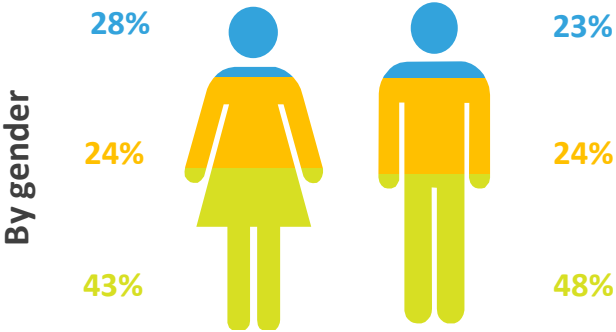
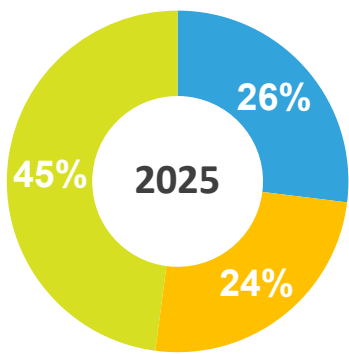
Concern that your children are not able to talk to you about any major worries they may have

% within those who have children

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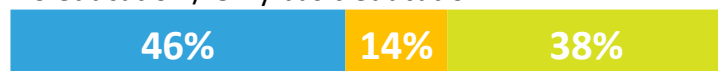
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By education level

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



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Concern that your children are not able to talk to you about any major worries they may have

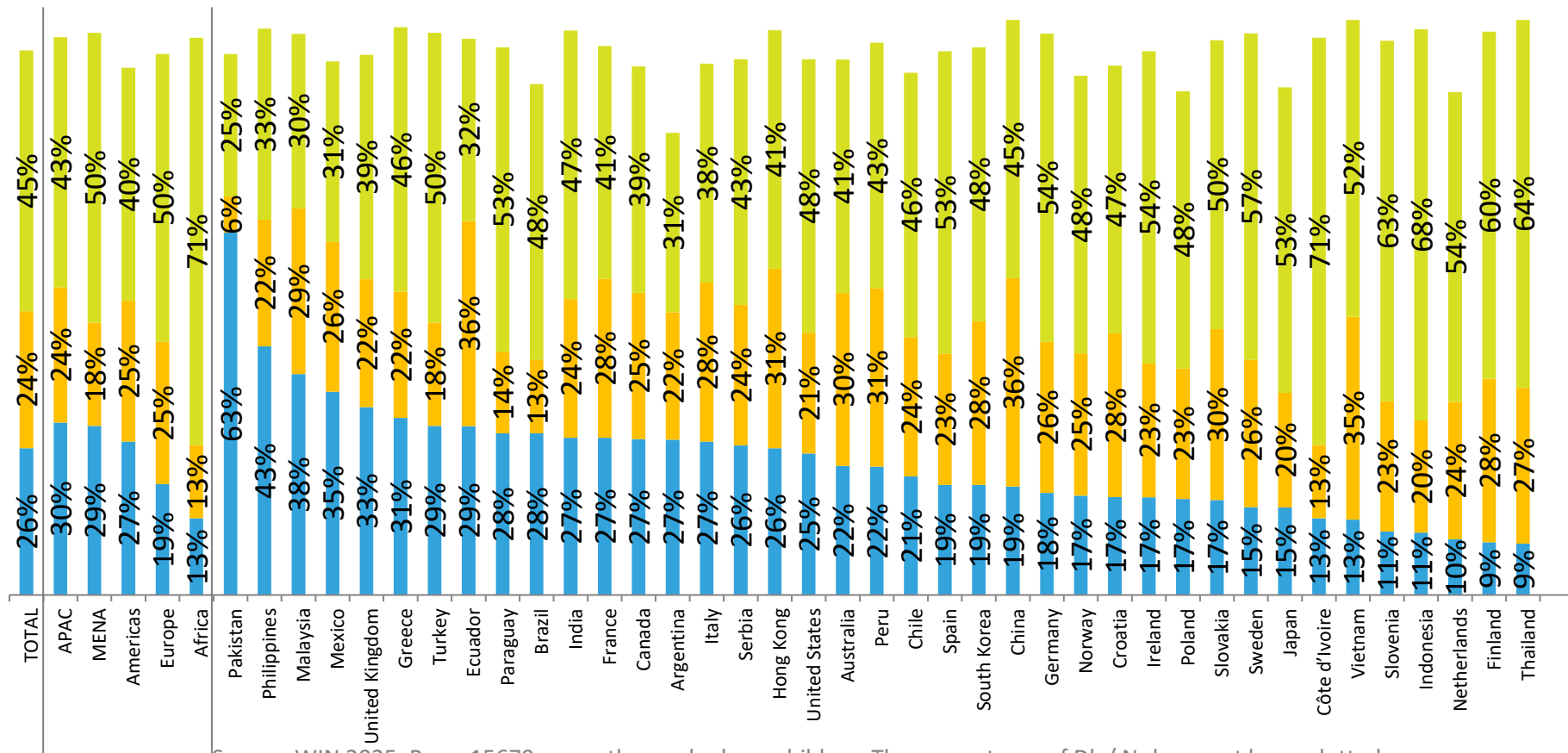
% within those who have children

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RELATION BETWEEN CONCERNS ABOUT CHILDREN'S MENTAL HEALTH AND SELF-PERCEPTION OF HEALTH

WITHIN THOSE WHO HAVE CHILDREN

		TOTAL	SELF-PERCEPTION OF HEALTH	
			"Very healthy + healthy"	"Somewhat unhealthy + unhealthy"
Concern about your children's mental health	A lot/ very often + Moderately/ fairly often	32%	31%	39%
	A little/sometimes	23%	22%	24%
	Very little/ occasionally + Never	41%	43%	33%
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	26%	23%	33%
	A little/sometimes	24%	24%	25%
	Very little/ occasionally + Never	45%	48%	37%

RELATION BETWEEN EXPERIENCING NEGATIVE EMOTIONAL STATES AND SELF-PERCEPTION OF HEALTH WITHIN TOTAL POPULATION

		TOTAL	SELF-PERCEPTION OF HEALTH	
			“Very healthy + healthy”	“Somewhat unhealthy + unhealthy”
Worried	A lot/ very often + Moderately/ fairly often	33%	28%	48%
	A little/sometimes	32%	33%	30%
	Very little/ occasionally + Never	34%	38%	21%
Tired/ lacking energy	A lot/ very often + Moderately/ fairly often	37%	31%	56%
	A little/sometimes	32%	34%	28%
	Very little/ occasionally + Never	30%	35%	15%
Had trouble sleeping	A lot/ very often + Moderately/ fairly often	28%	23%	43%
	A little/sometimes	28%	28%	29%
	Very little/ occasionally + Never	43%	48%	26%
Overwhelmed	A lot/ very often + Moderately/ fairly often	24%	21%	35%
	A little/sometimes	28%	28%	29%
	Very little/ occasionally + Never	46%	50%	34%

RELATION BETWEEN EXPERIENCING NEGATIVE EMOTIONAL STATES AND SELF-PERCEPTION OF HEALTH WITHIN TOTAL POPULATION

		TOTAL	SELF-PERCEPTION OF HEALTH	
			“Very healthy + healthy”	“Somewhat unhealthy + unhealthy”
Sad, empty, depressed	A lot/ very often + Moderately/ fairly often	22%	17%	36%
	A little/sometimes	25%	24%	28%
	Very little/ occasionally + Never	52%	58%	34%
Irritable, moody	A lot/ very often + Moderately/ fairly often	23%	20%	34%
	A little/sometimes	31%	31%	33%
	Very little/ occasionally + Never	44%	49%	32%
Lonely	A lot/ very often + Moderately/ fairly often	20%	17%	31%
	A little/sometimes	23%	22%	26%
	Very little/ occasionally + Never	56%	60%	42%
Suffer from stress	A lot/ very often + Moderately/ fairly often	32%	28%	48%
	A little/sometimes	31%	32%	29%
	Very little/ occasionally + Never	35%	40%	23%



STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER

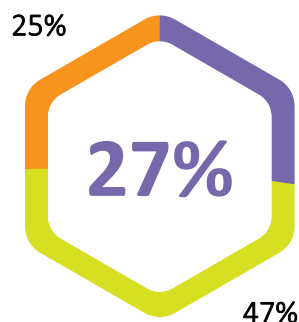
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

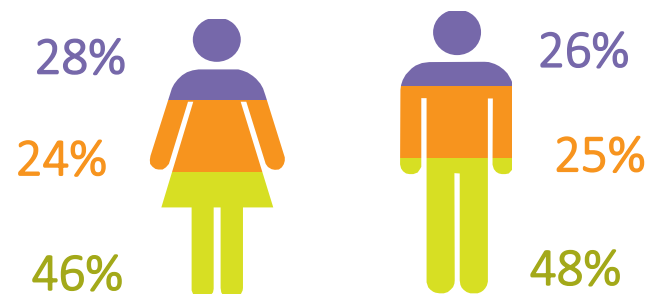
HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

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

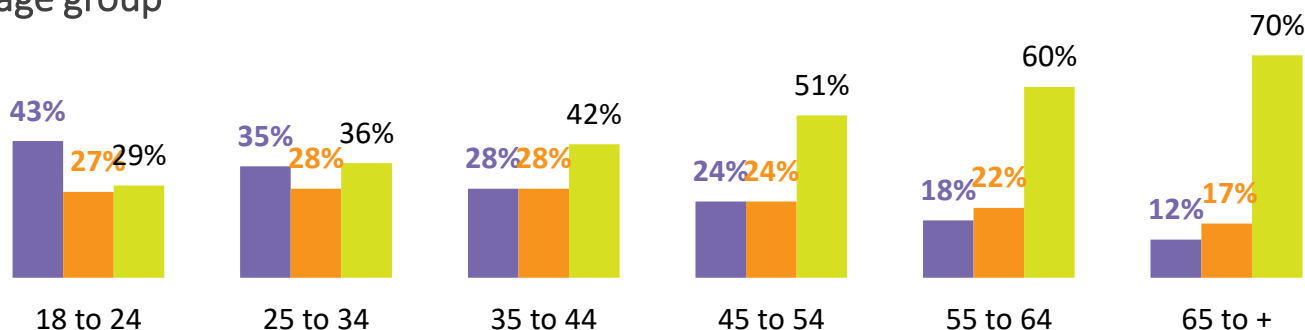
Global Average
2025



By gender



By age group



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

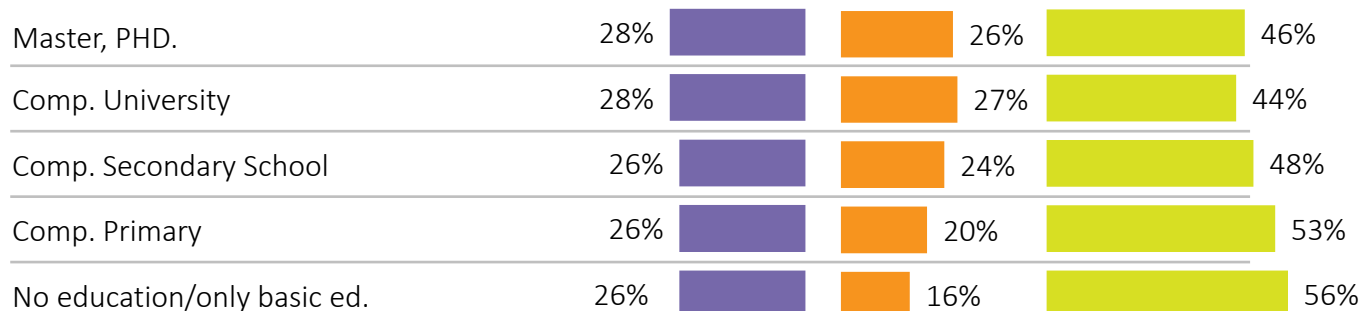
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

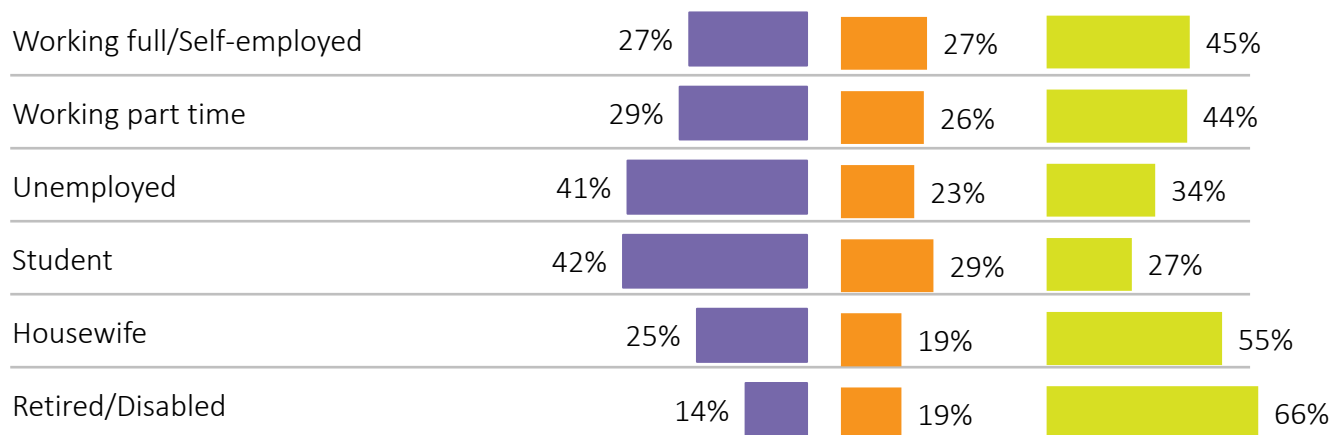
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 ■ Very Little/ Occasionally/ Never

By education level



By employment



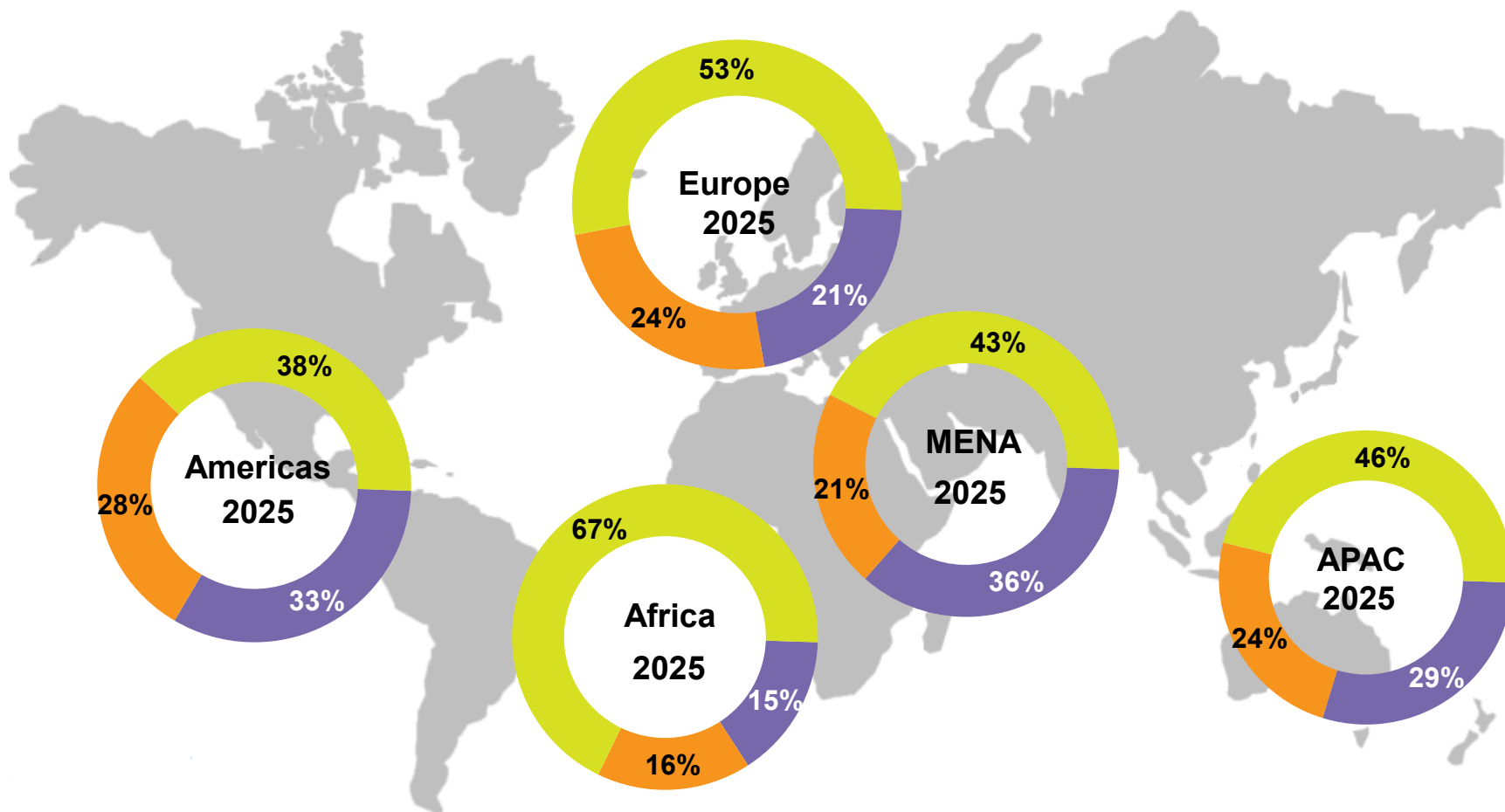
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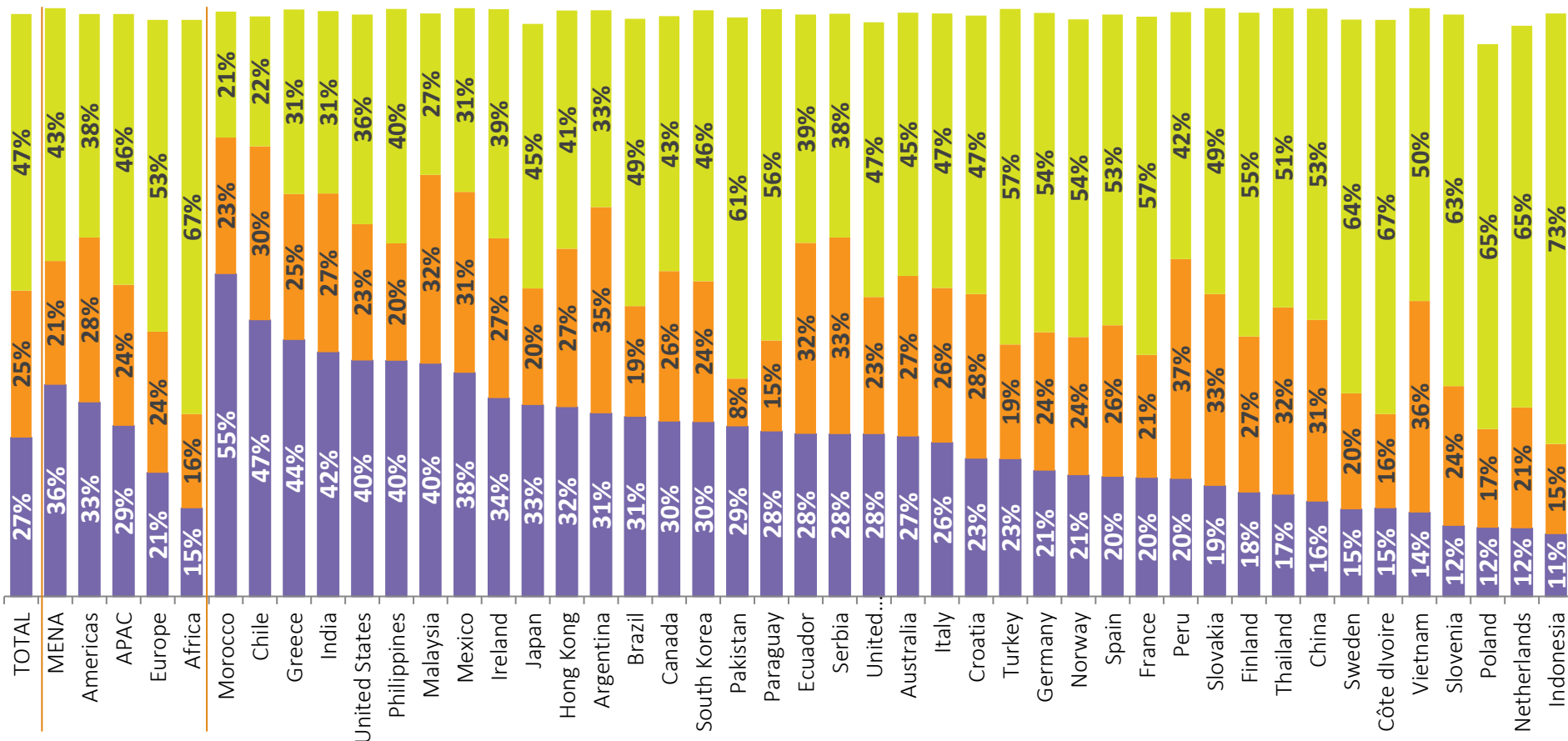
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Stayed up late at night using your phone or computer, resulting in less sleep than you need

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



**EXPERIENCED ANXIETY, DEPRESSION
OR ANY OTHER MENTAL HEALTH ISSUE
DUE TO EXCESSIVE TECHNOLOGY**

Anxiety, depression or any other mental health issue due to excessive technology

% within total population

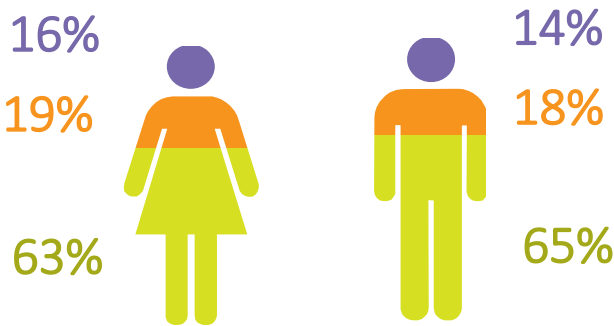
HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?

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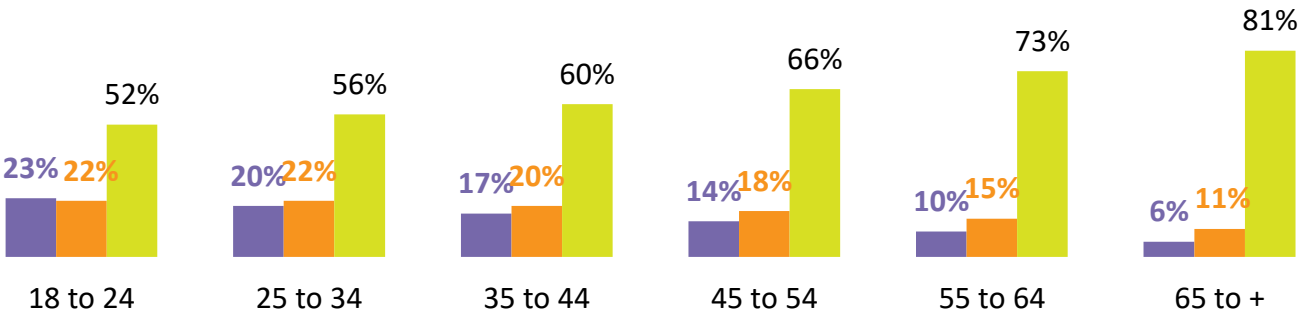
Global Average
2025



By gender



By age group



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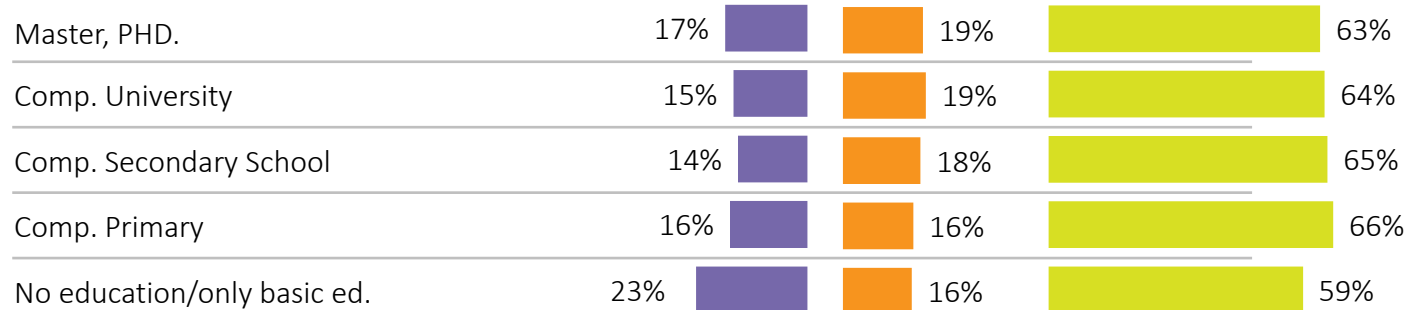
Anxiety, depression or any other mental health issue due to excessive technology

% within total population

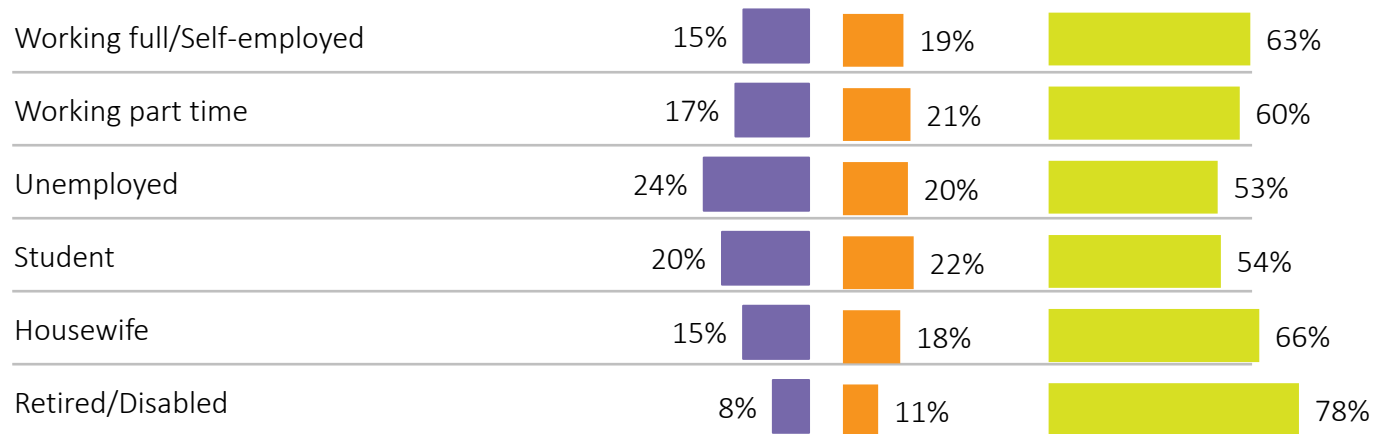
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By education level



By employment



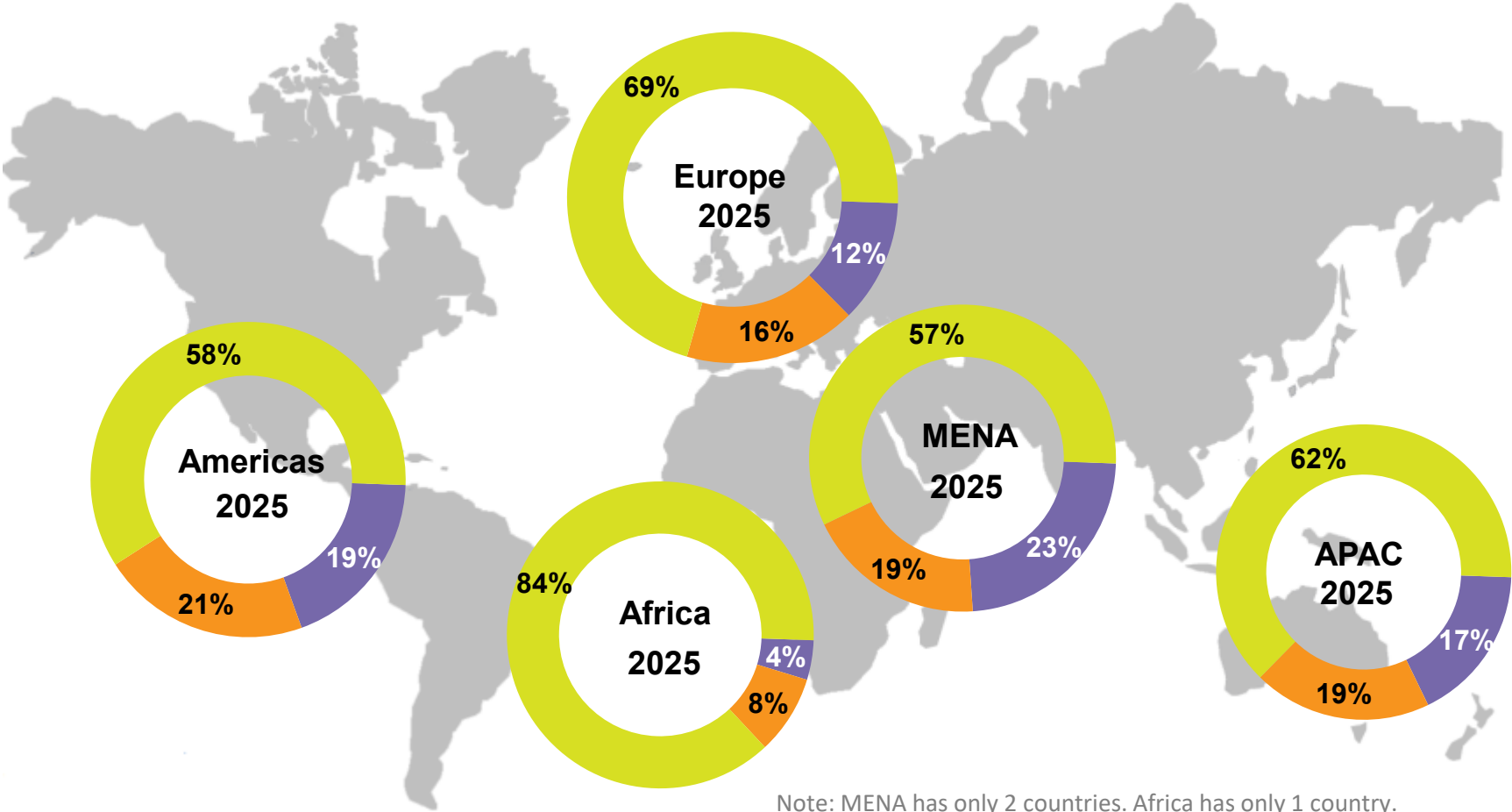
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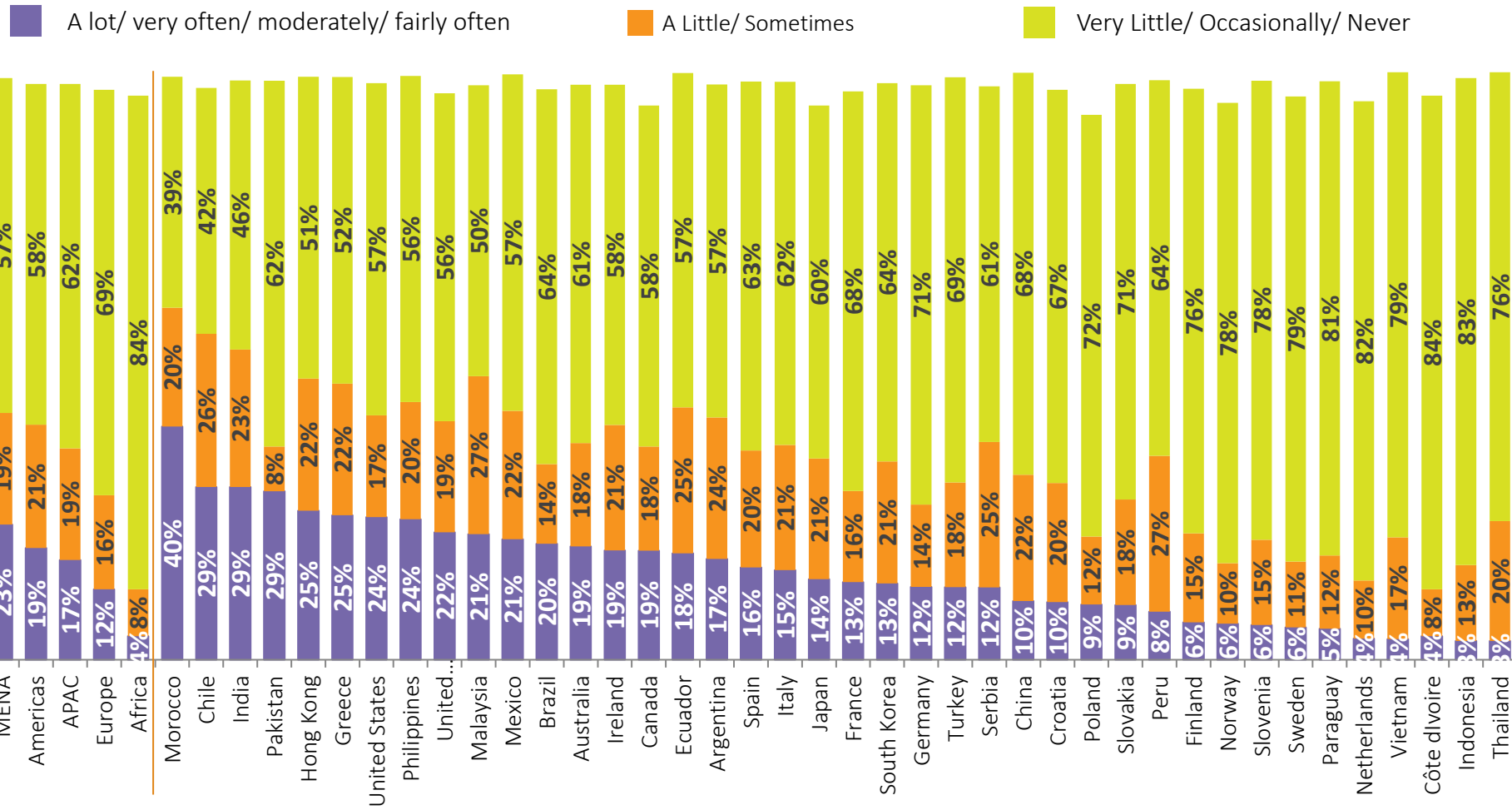
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Anxiety, depression or any other mental health issue due to excessive technology

% within total population

HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?



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

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