



WIN

Worldwide
Independent Network
Of Market Research

Health

Worldviews Survey 2025





GENERAL HEALTH PERCEPTION

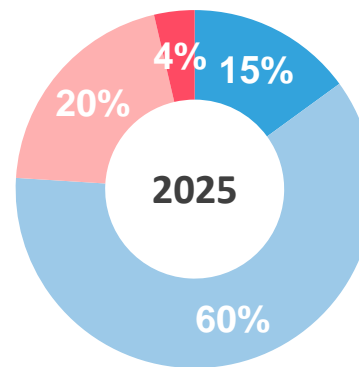
Health self-perception - Overall

% within total population

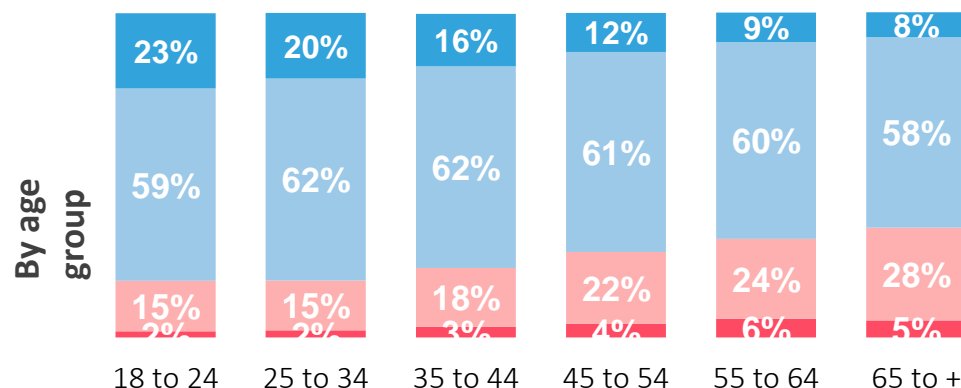
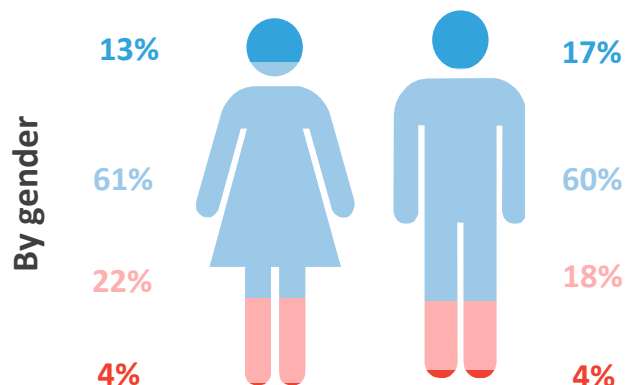


Global Average

2018	2019	2020	2021	2022/ 2023	2024	2025
16%	19%	20%	18%	18%	17%	15%
60%	58%	59%	59%	58%	57%	60%
19%	19%	17%	18%	19%	21%	20%
4%	4%	3%	4%	4%	4%	4%



Dk/Nr:
1%



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Health self-perception - Overall

% within total population



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



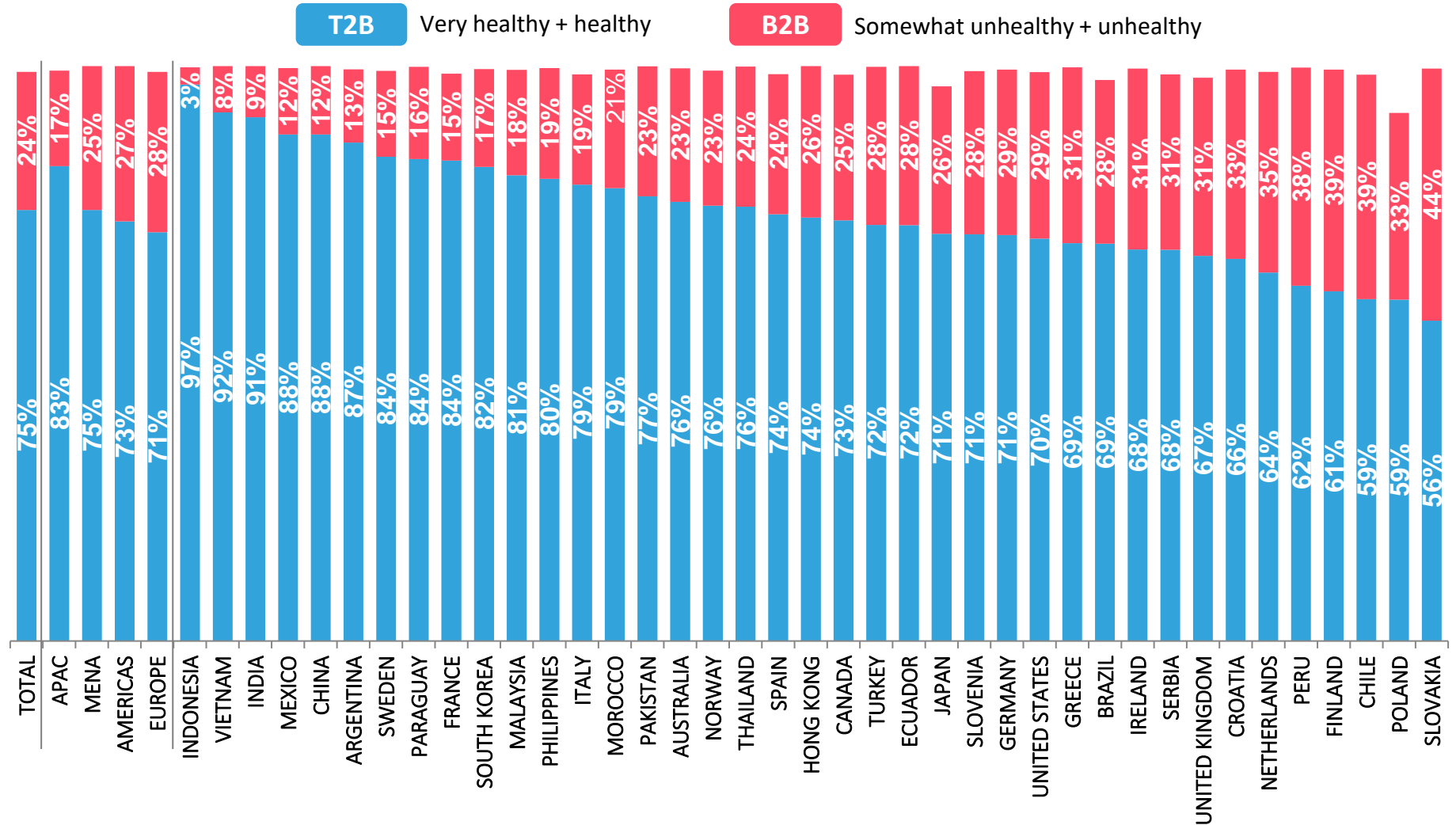
Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Health self-perception - Overall

% within total population



Source: WIN 2025. Base: 34946 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	2025
GLOBAL AVERAGE	77%	76%	74%	75%
Indonesia	No data	No data	96%	97%
Vietnam	93%	93%	93%	92%
India	89%	92%	89%	91%
Mexico	87%	88%	93%	88%
China	No data	No data	No data	88%
Argentina	80%	77%	72%	87%
Sweden	No data	No data	83%	84%
Paraguay	84%	85%	89%	84%
France	81%	79%	84%	84%
South Korea	No data	No data	80%	82%
Malaysia	88%	77%	86%	81%
Philippines	89%	84%	78%	80%
Italy	83%	84%	82%	79%
Morocco	No data	No data	No data	79%
Pakistan	91%	85%	84%	77%
Australia	No data	No data	No data	76%
Norway	No data	No data	No data	76%
Thailand	No data	No data	No data	76%
Spain	75%	76%	75%	74%
Hong Kong	60%	60%	64%	74%

TTB	2021	2022/ 2023	2024	2025
Canada	78%	77%	75%	73%
Turkey	76%	80%	76%	72%
Ecuador	72%	68%	73%	72%
Japan	70%	68%	68%	71%
Slovenia	77%	64%	68%	71%
Germany	71%	68%	72%	71%
United States	75%	77%	75%	70%
Greece	84%	77%	75%	69%
Brazil	76%	78%	74%	69%
Ireland	73%	72%	67%	68%
Serbia	76%	71%	68%	68%
United Kindom	No data	No data	70%	67%
Croatia	68%	67%	68%	66%
Netherlands	No data	64%	71%	64%
Peru	72%	70%	63%	62%
Finland	62%	59%	58%	61%
Chile	57%	63%	56%	59%
Poland	55%	47%	54%	59%
Slovakia	No data	No data	No data	56%

Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

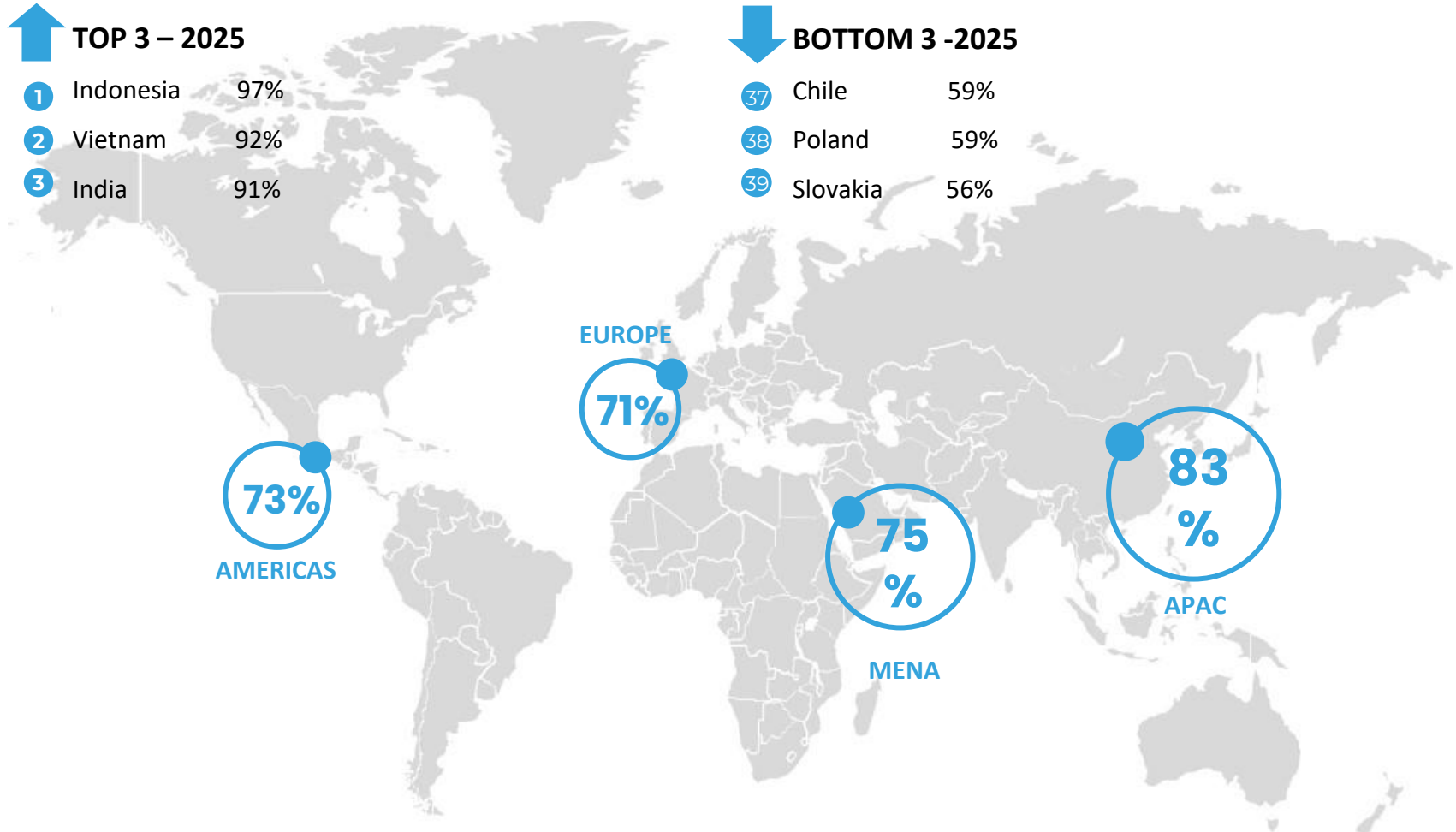
Q1. How do you consider your overall health in general?

Health self-perception - Overall

% within total population

TTB

Very Healthy / Healthy



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

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

HEALTH-RELATED HABITS



Summary of health-related habits

% within total population

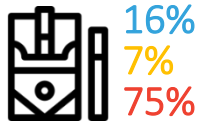
HOW OFTEN DO PEOPLE ...?

■ A lot/ very often / Moderately/ fairly often

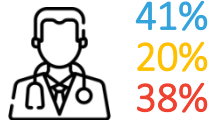
■ A little/ Sometimes

■ Very little/ occasionally/ Never

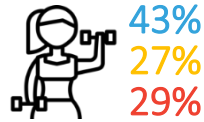
SMOKE



TAKE MEDICINES
PRESCRIBED BY
A DOCTOR



EXERCISE



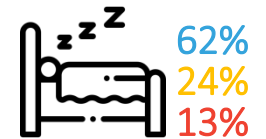
SELF-MEDICATE



CONCERN ABOUT
HEALTHY LIVING



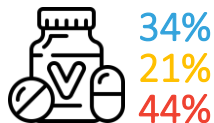
SLEEP WELL



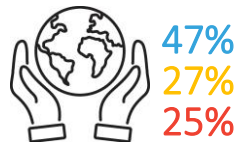
AVOID PRODUCTS THAT
CAUSE AN ALLERGIC REACTION



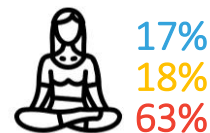
TAKE VITAMIN
SUPPLEMENTS



HAVE CONTACT
WITH NATURE



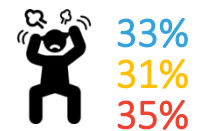
PRACTICE MINDFULNESS
TECHNIQUES



DRINK ALCOHOL



SUFFER FROM STRESS

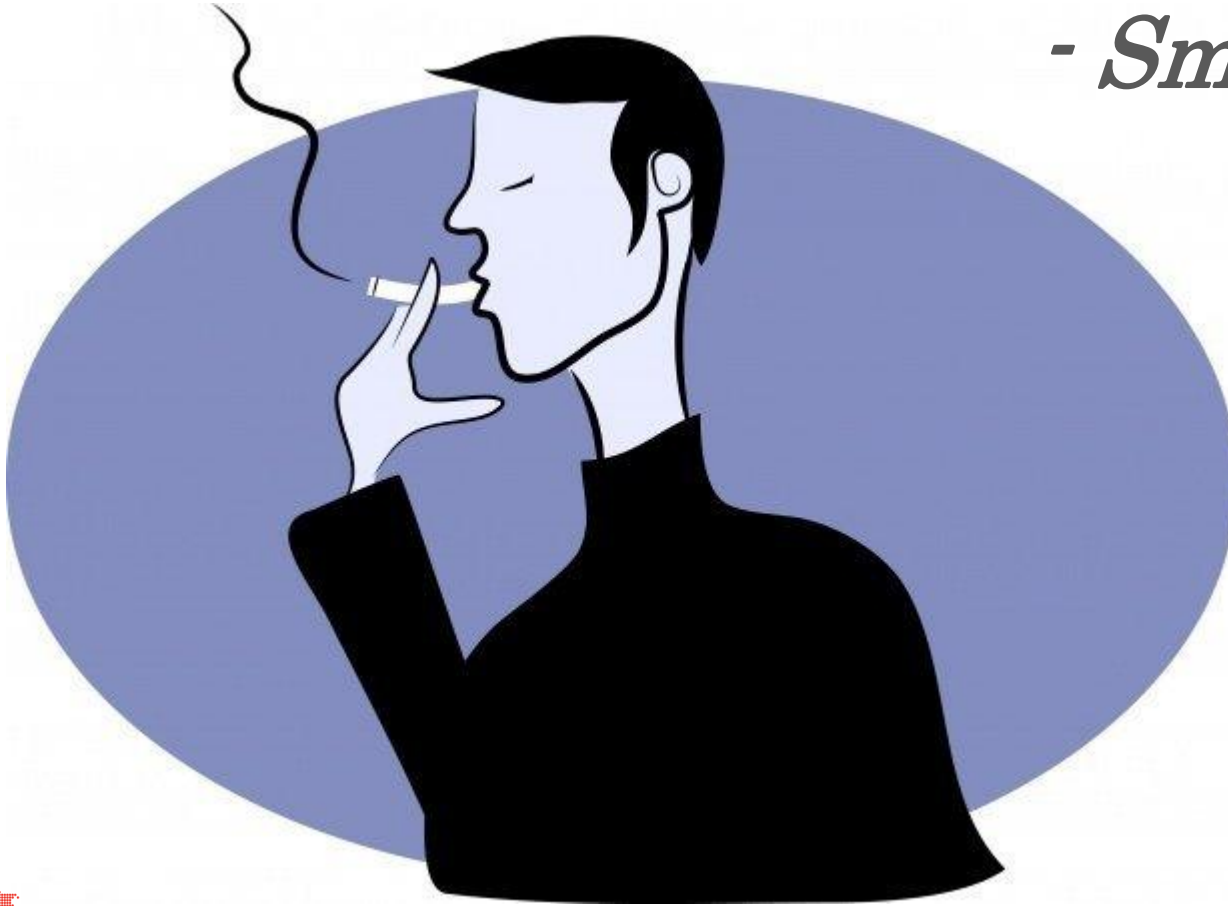


Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2. How often would you say that you..?

HEALTH-RELATED HABITS

- *Smoke* -



Smoke

% within total population

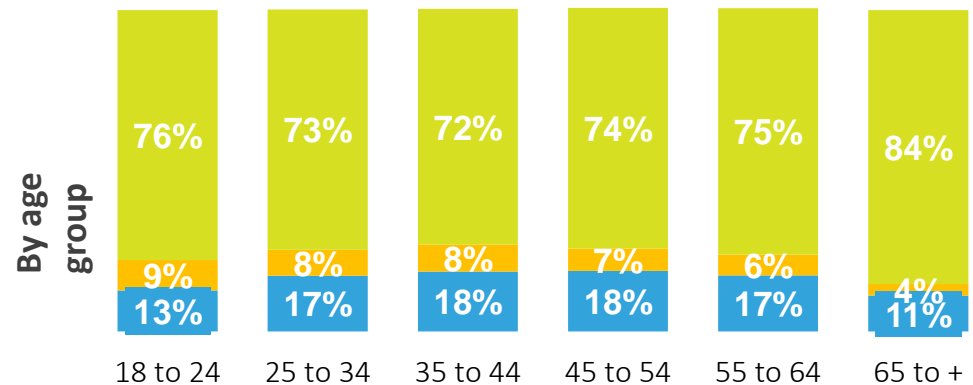
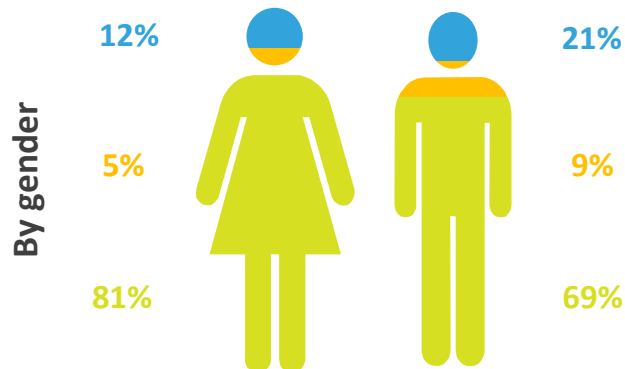
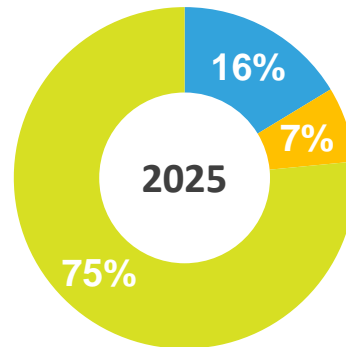
HOW OFTEN DO PEOPLE SMOKE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_1. How often would you say that you smoke?

Smoke

% 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Smoke

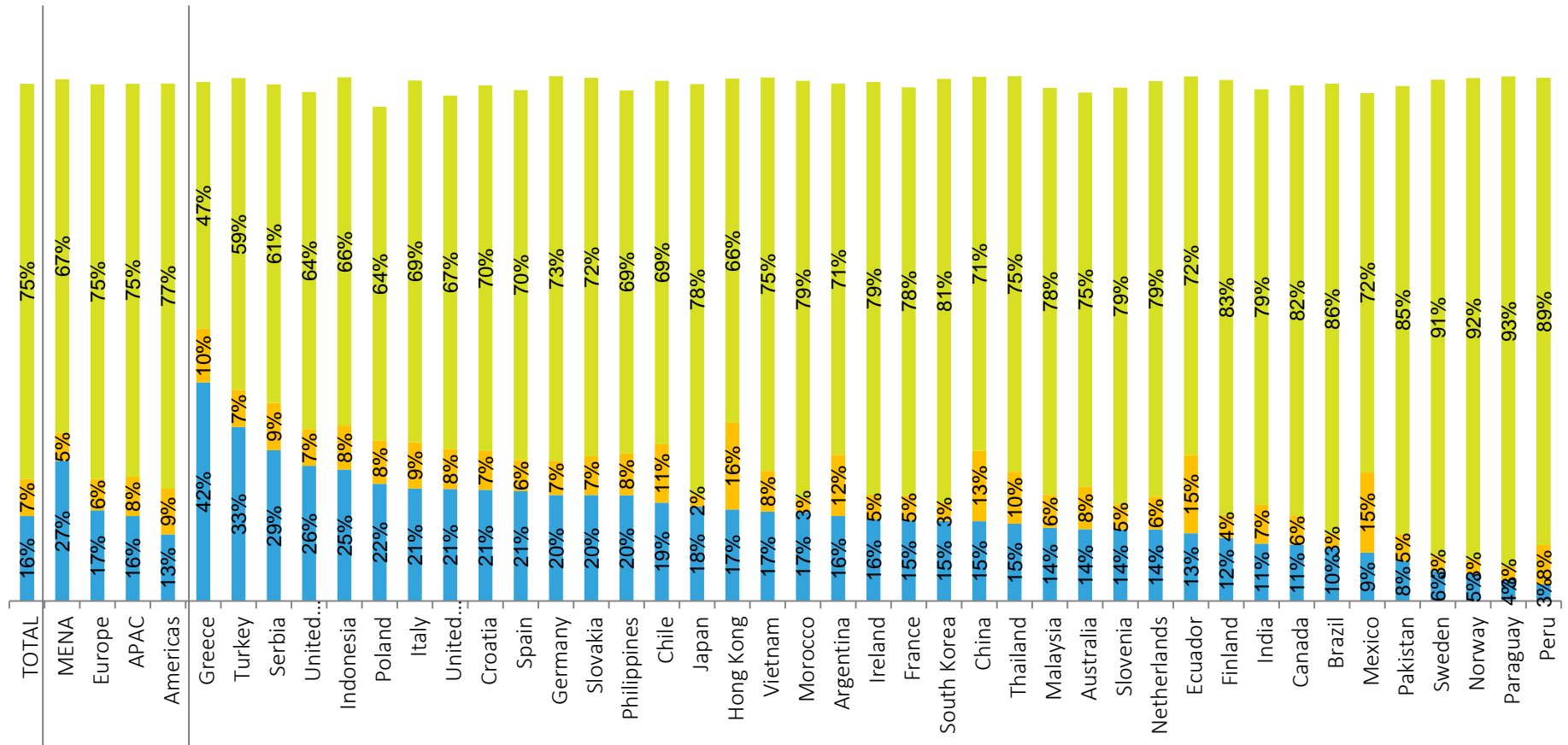
% within total population

HOW OFTEN DO PEOPLE SMOKE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Drink alcohol -



Drink Alcohol

% within total population

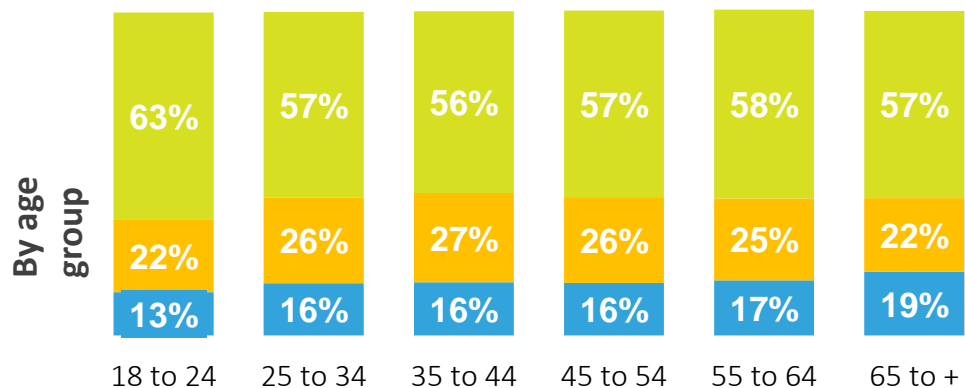
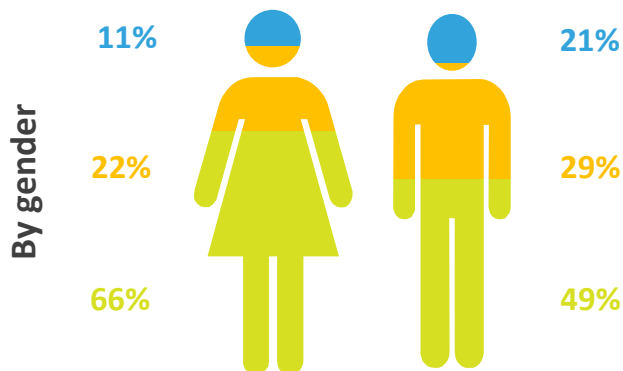
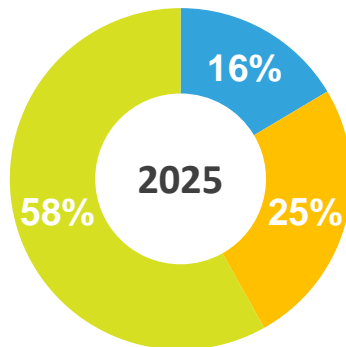
HOW OFTEN DO PEOPLE DRINK ALCOHOL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

Q2_2. How often would you say that you Drink Alcohol?

Drink Alcohol

% 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: 33946 cases. The percentages of Dk / Nr have not been plotted.

Drink Alcohol

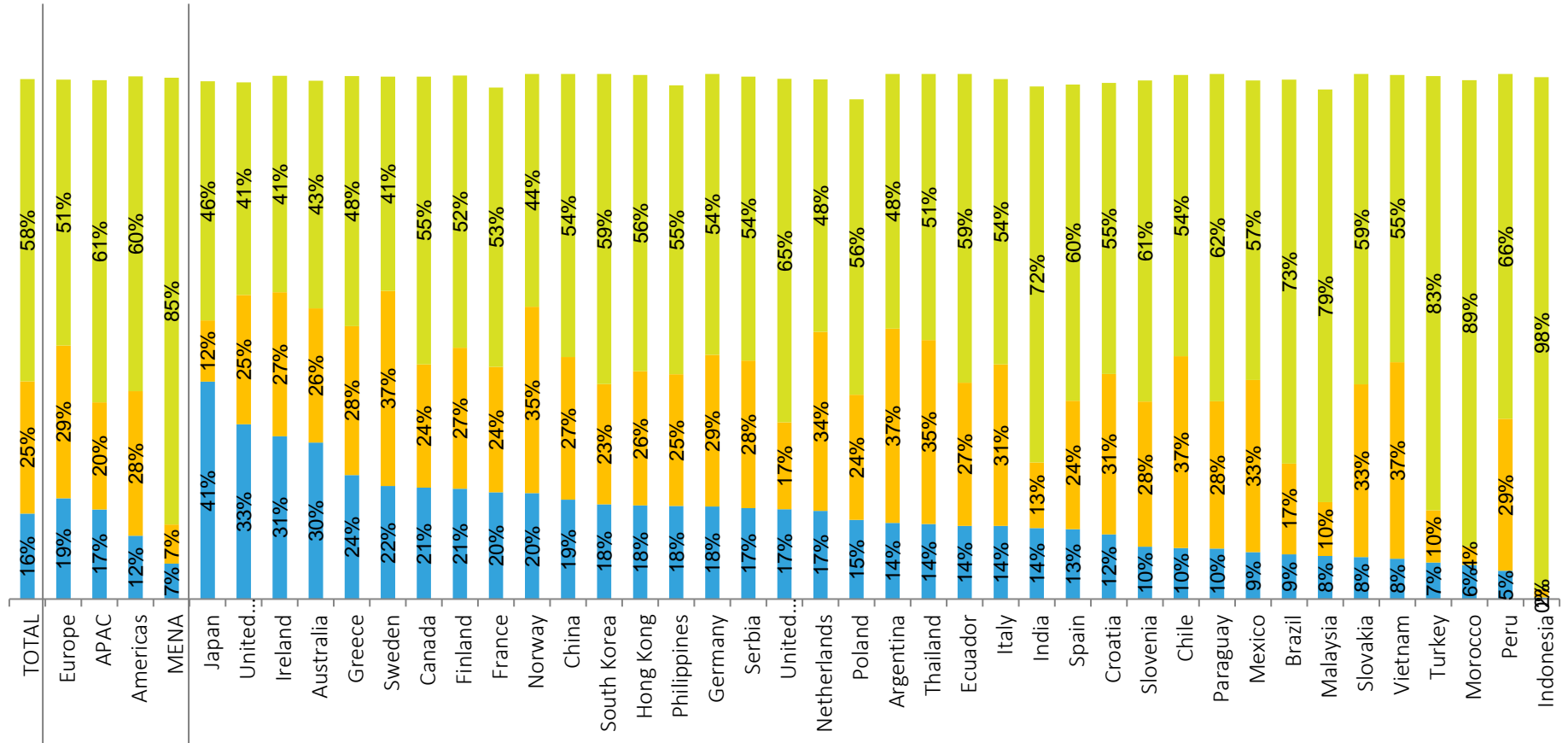
% within total population

HOW OFTEN DO PEOPLE DRINK ALCOHOL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 33946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Exercise* -



Exercise

% within total population

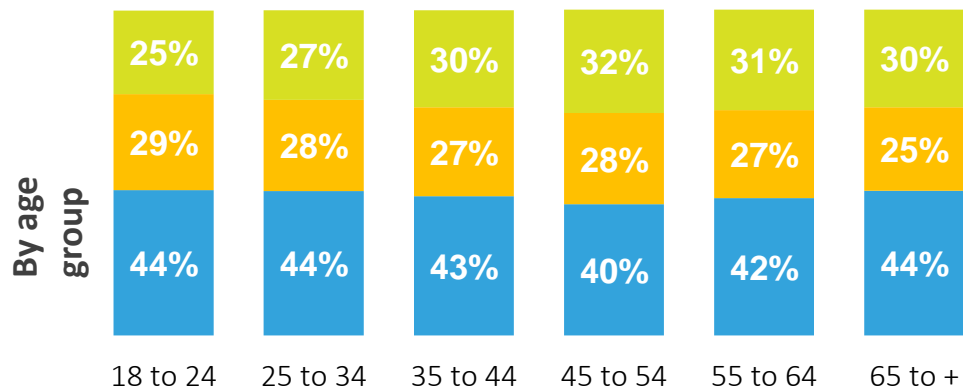
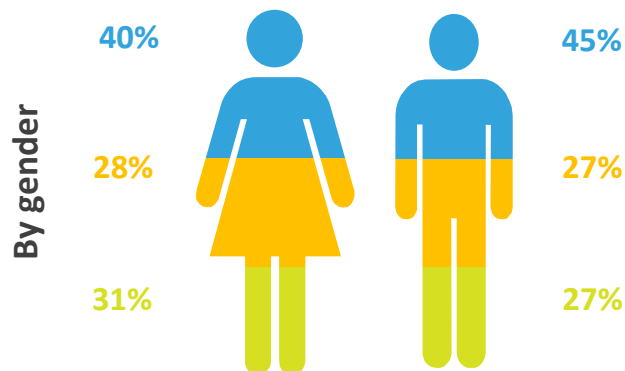
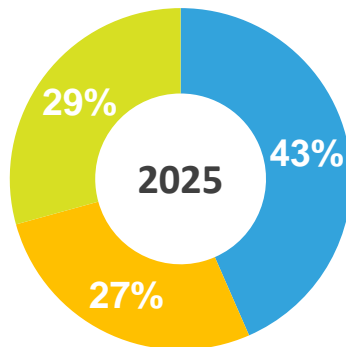
HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Exercise

% within total population

■ A lot/ very often / Moderately/ fairly often

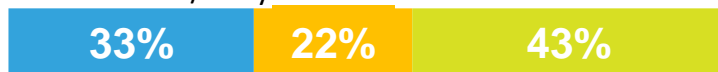
■ A little/ Sometimes

■ 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_3. How often would you say that you exercise?

Exercise

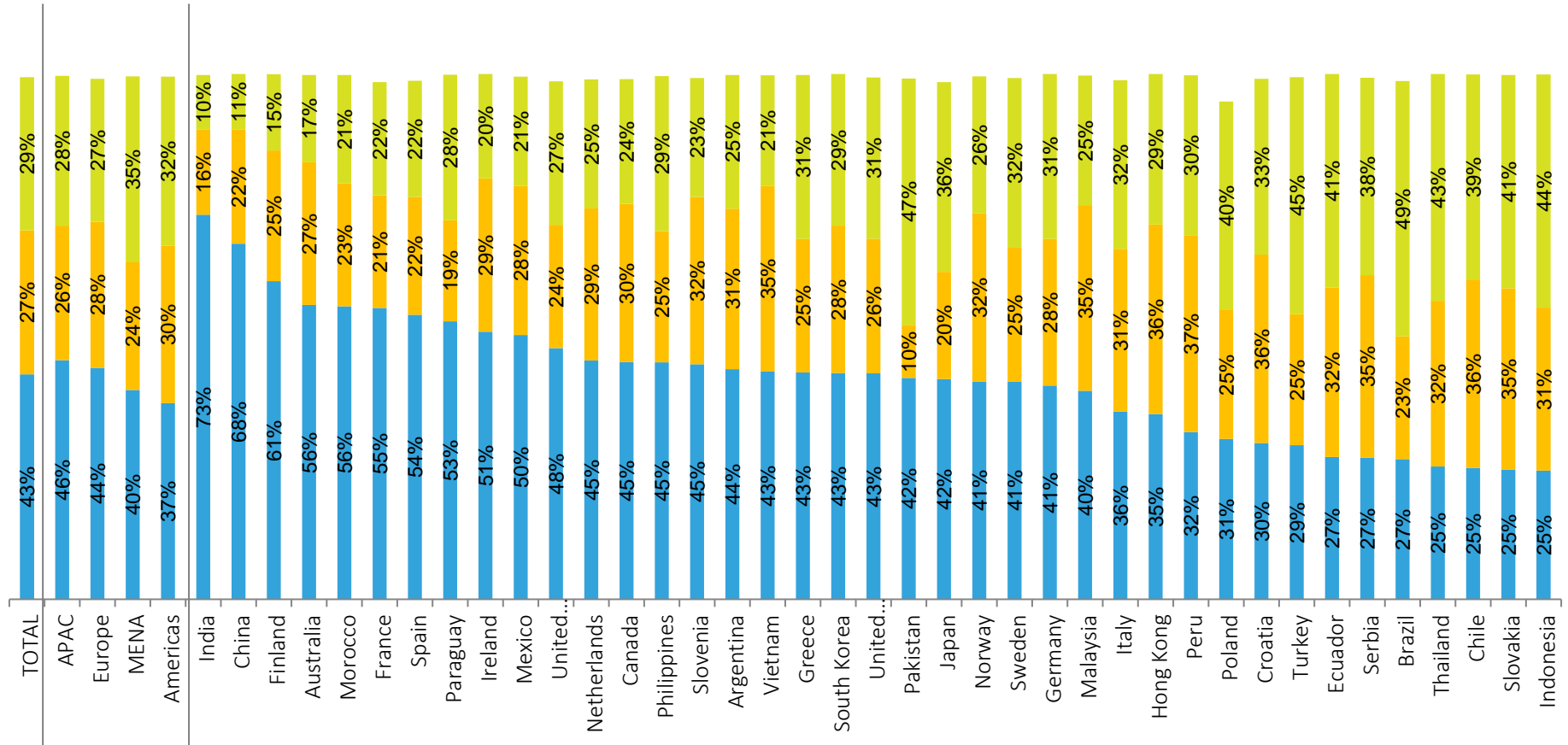
% within total population

HOW OFTEN DO PEOPLE EXERCISE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Suffer from stress* -



Suffer from stress

% within total population

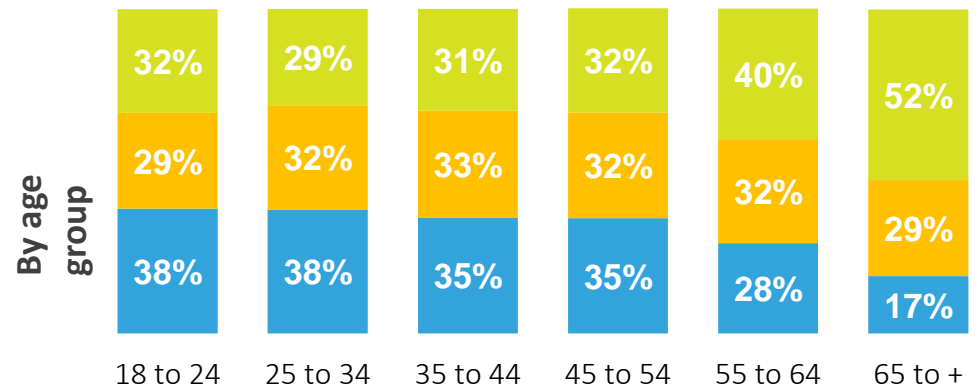
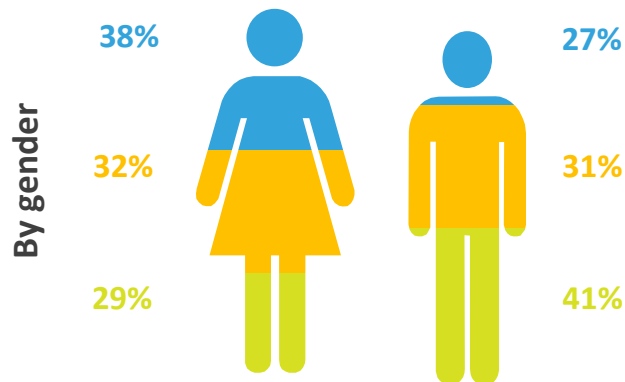
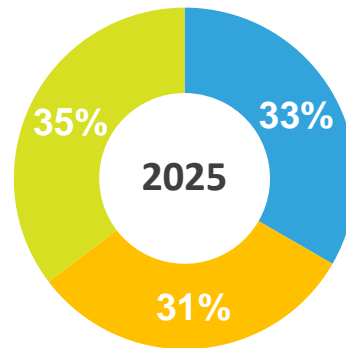
HOW OFTEN DO PEOPLE SUFFER FROM STRESS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_4. How often would you say that you suffer from stress?

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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Suffer from stress

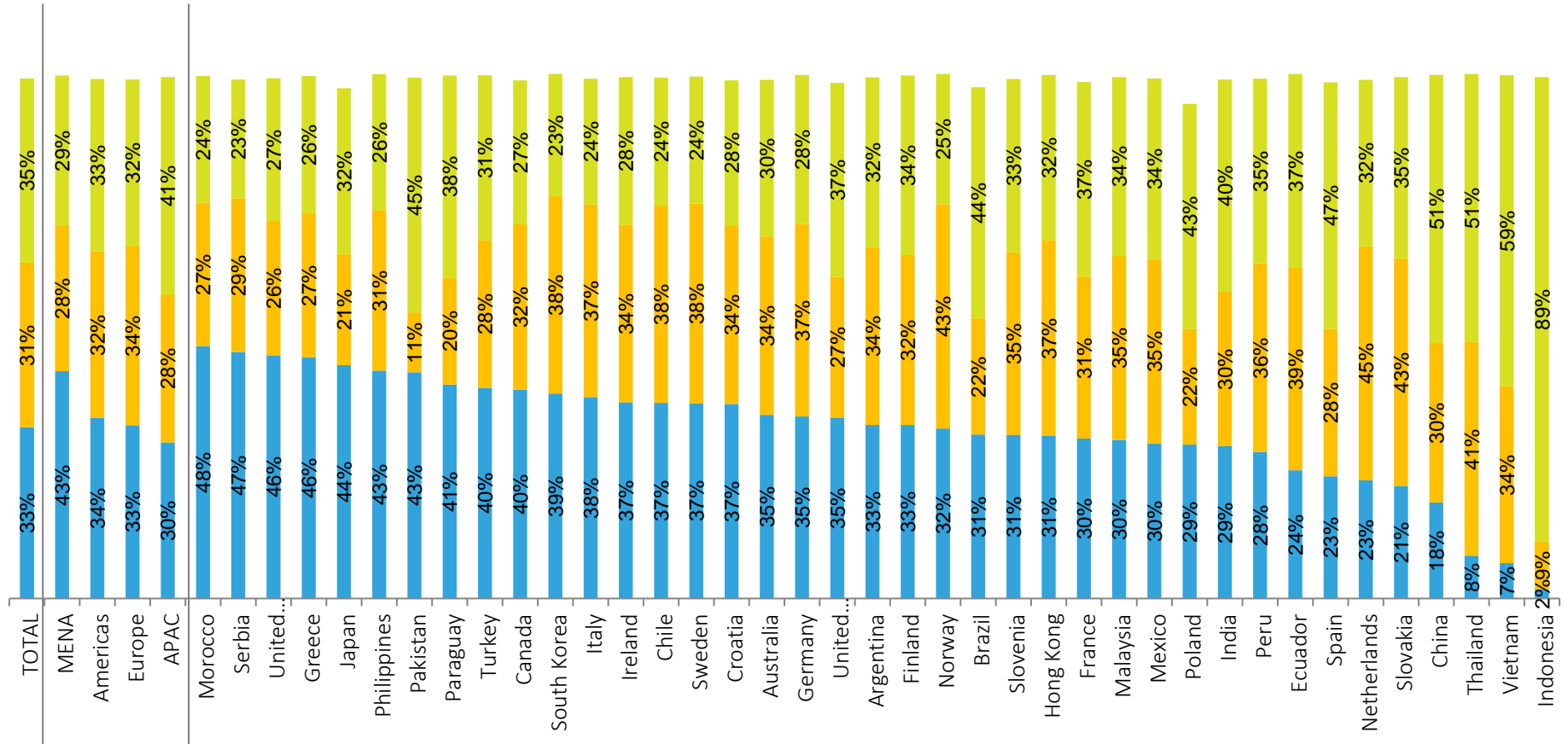
% within total population

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: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Take medicines prescribed by a doctor -*



Take medicines prescribed by a doctor

% within total population

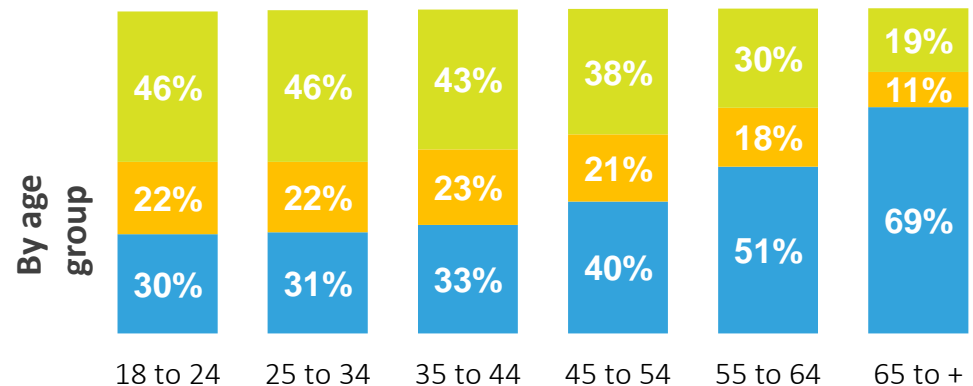
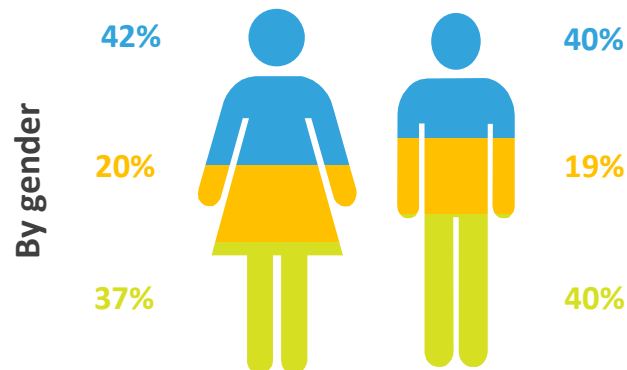
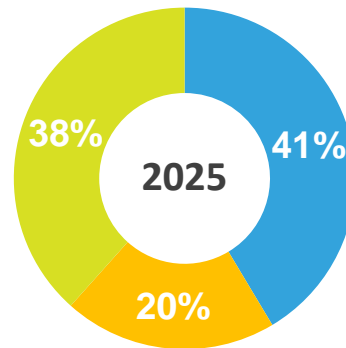
HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take medicines prescribed by a doctor

% 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take medicines prescribed by a doctor

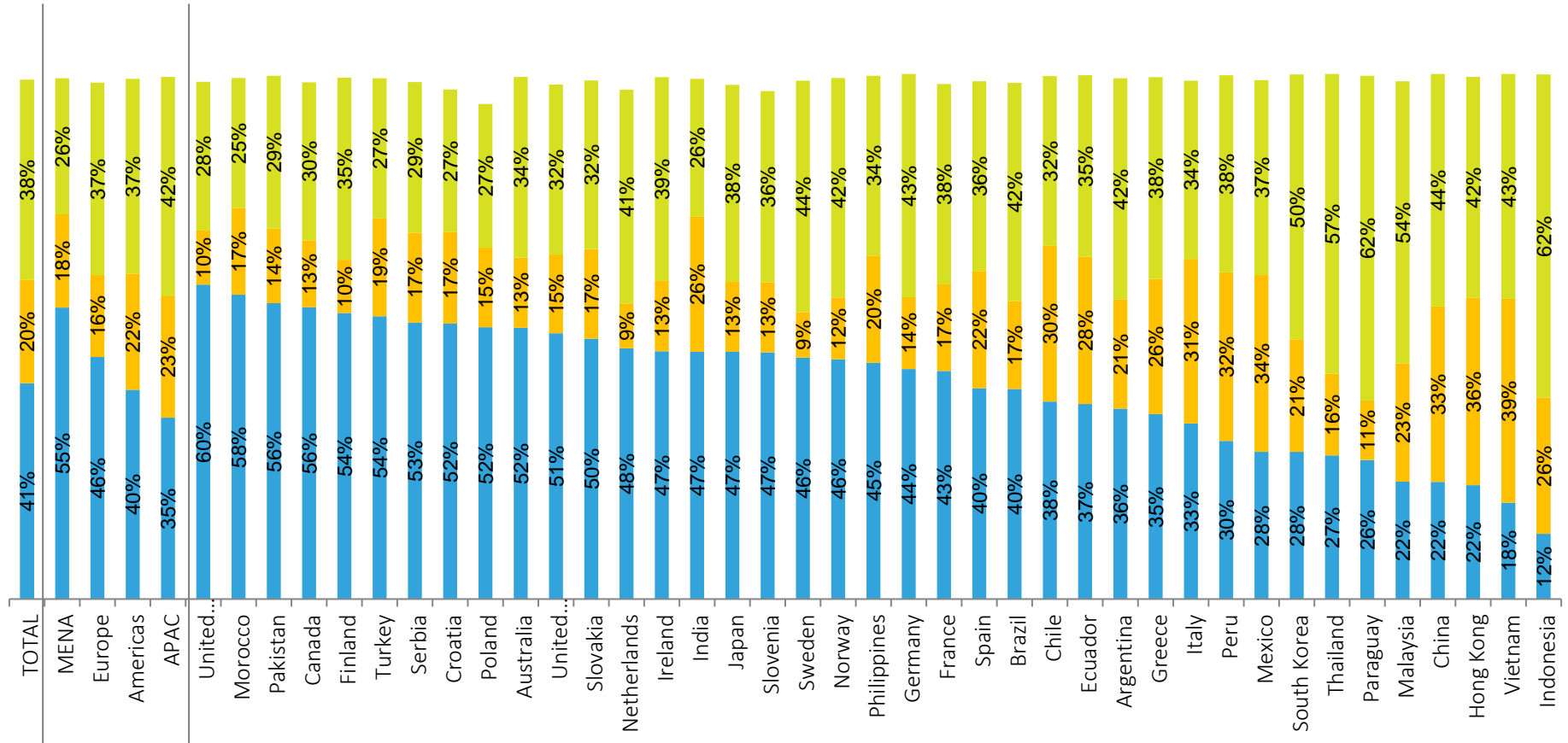
% within total population

HOW OFTEN DO PEOPLE TAKE MEDICINES PRESCRIBED BY A DOCTOR?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Sleep well -



Sleep well

% within total population

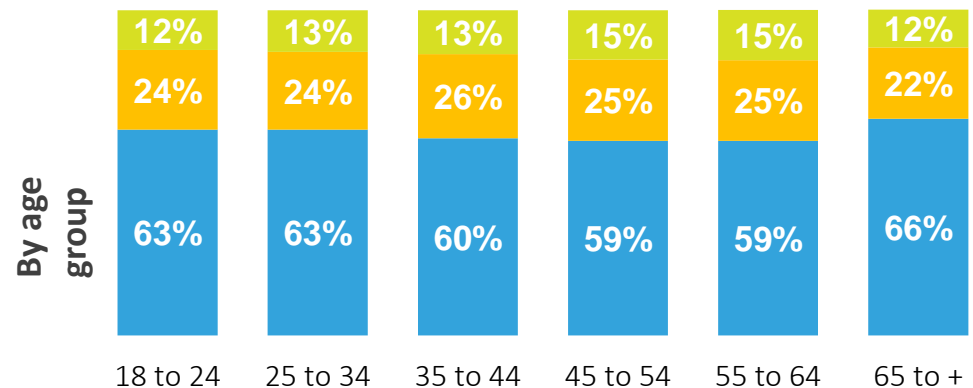
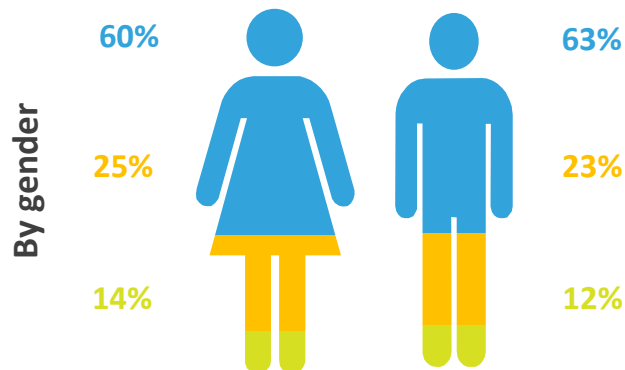
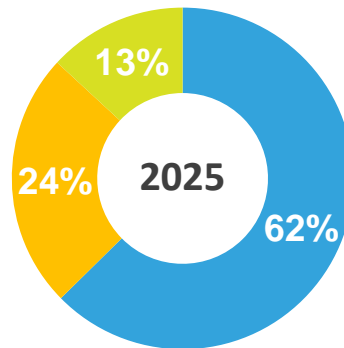
HOW OFTEN DO PEOPLE SLEEP WELL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_6. How often would you say that you sleep well?

Sleep well

% 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Sleep well

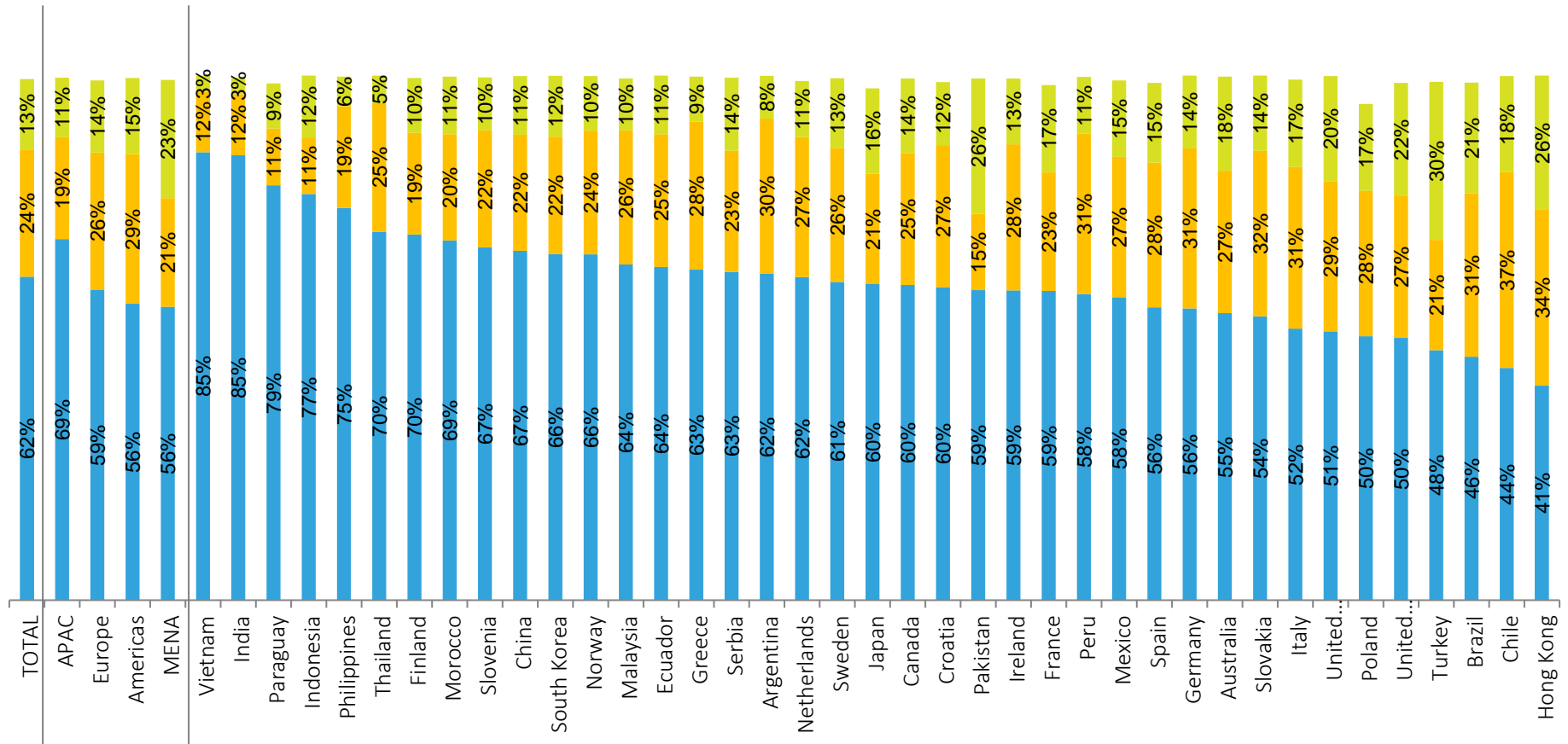
% within total population

HOW OFTEN DO PEOPLE SLEEP WELL?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- *Practice mindfulness techniques* -



Practice mindfulness techniques

% within total population

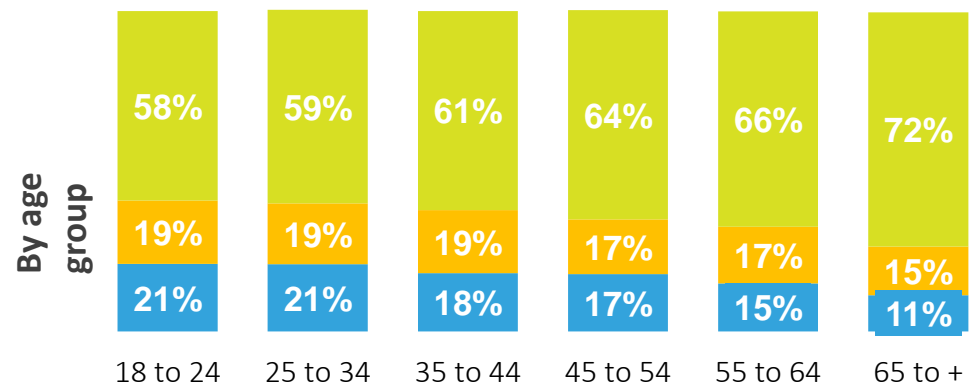
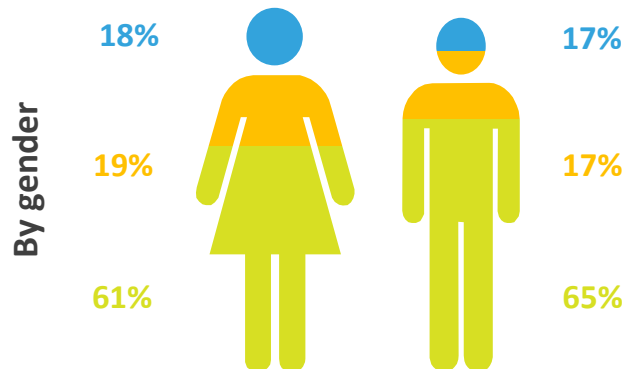
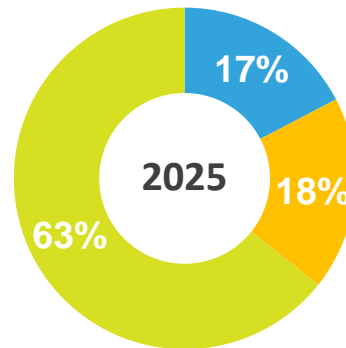
HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Practice mindfulness techniques

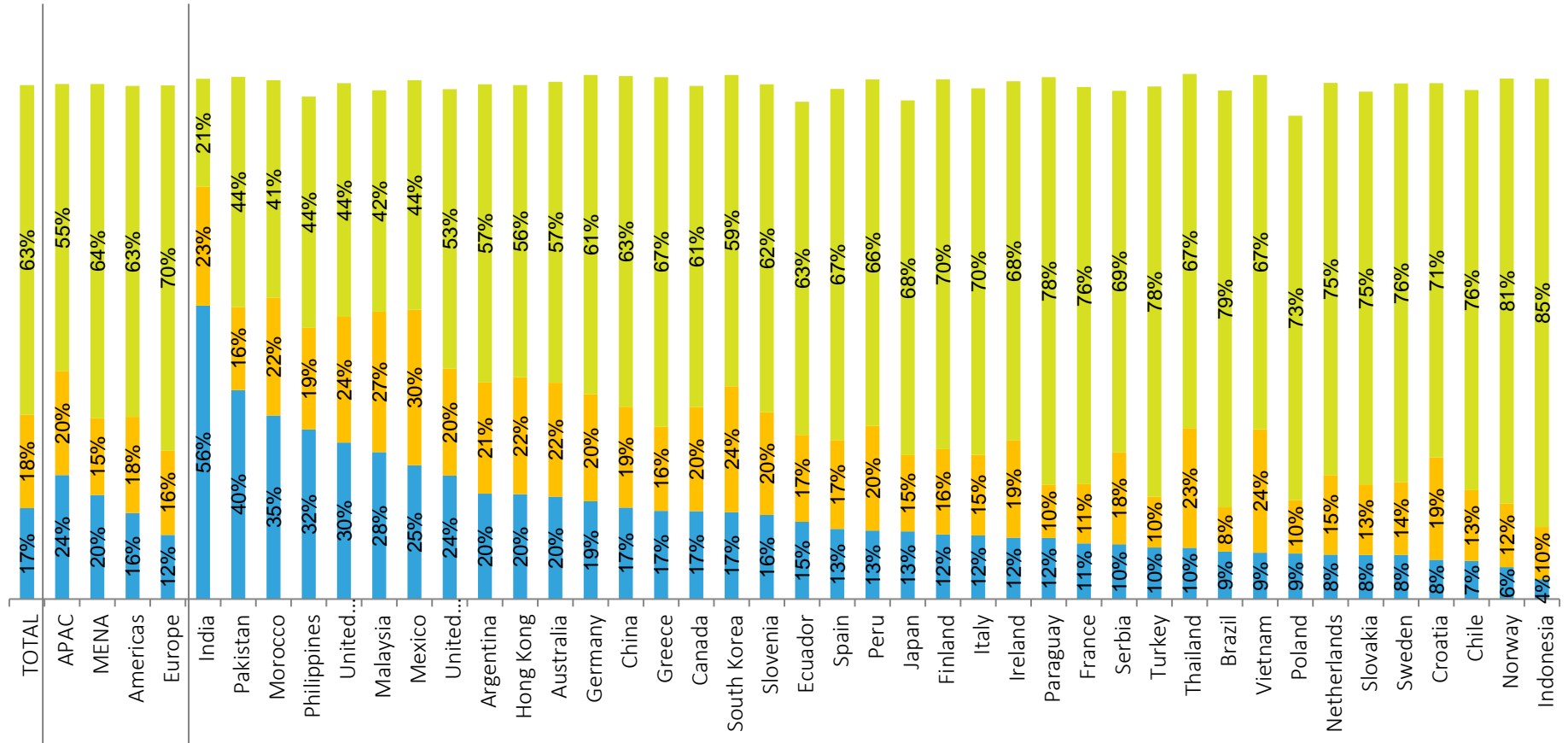
% within total population

HOW OFTEN DO PEOPLE PRACTICE MINDFULNESS TECHNIQUES?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Take vitamin supplements-



Take vitamin supplements

% within total population

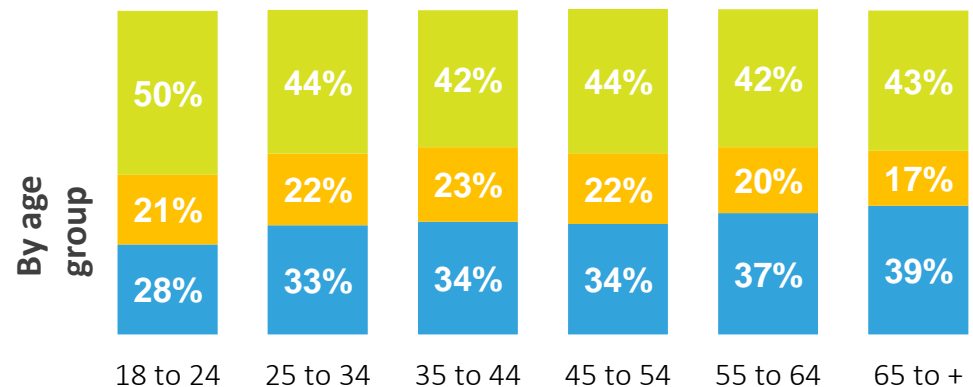
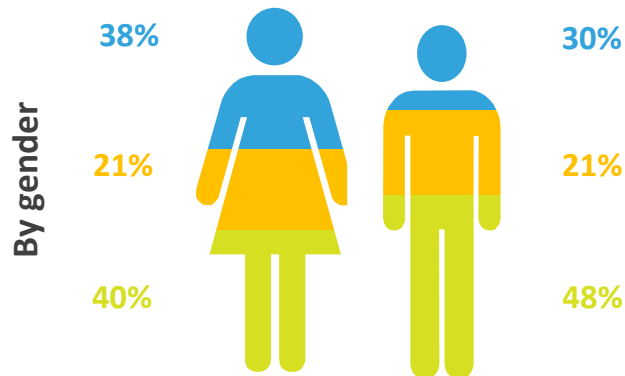
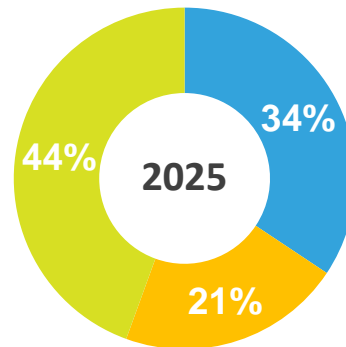
HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take vitamin supplements

% 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

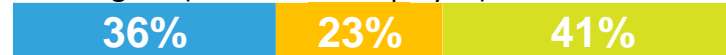


Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Take vitamin supplements

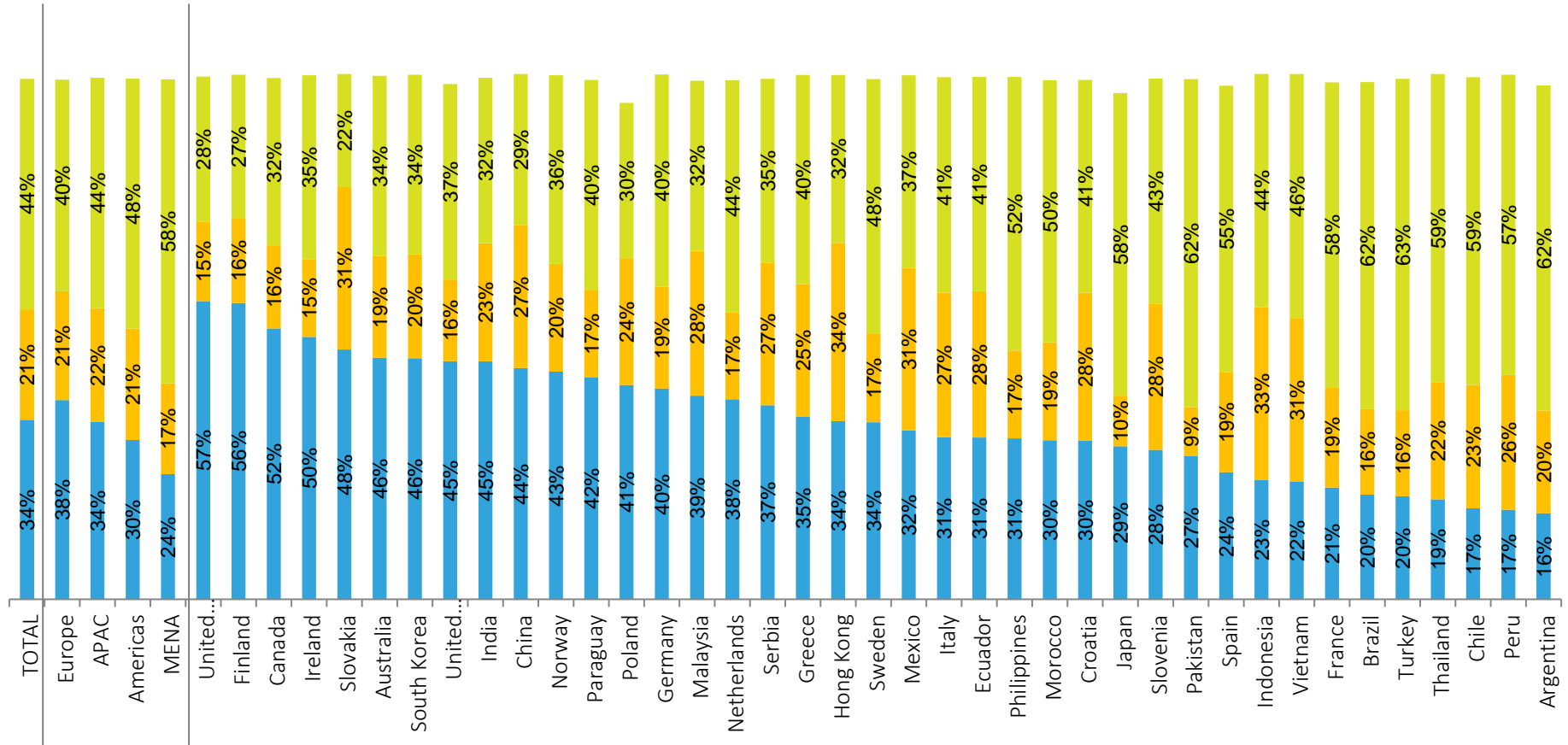
% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_8. How often would you say that you take vitamin supplements?

HEALTH-RELATED HABITS

*- Avoid products that
cause an allergic reaction -*



Avoid products that cause an allergic reaction

% within total population

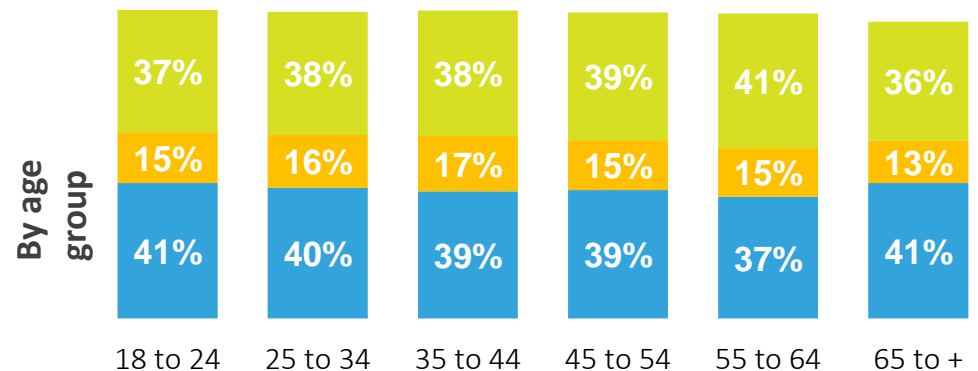
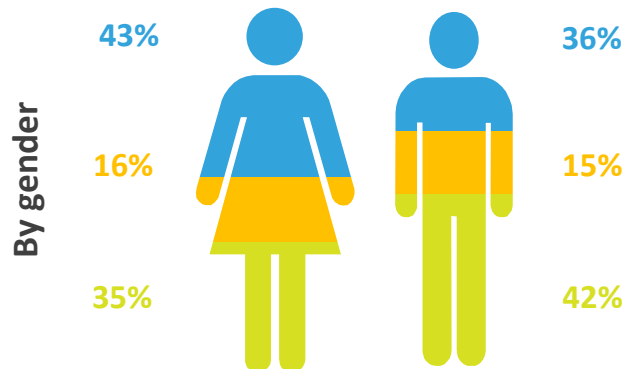
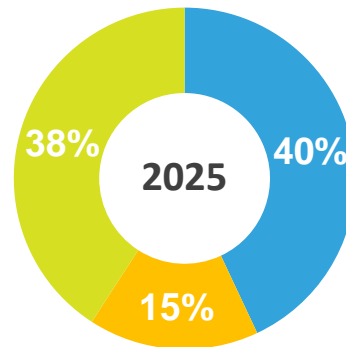
HOW OFTEN DO PEOPLE AVOID PRODUCTS THAT CAUSE AN ALLERGIC REACTION?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Avoid products that cause an allergic reaction

% within total population

■ A lot/ very often / Moderately/ fairly often

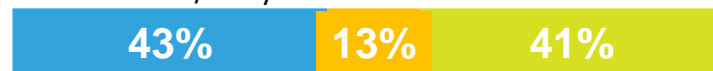
■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

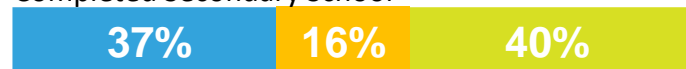
No education / Only basic education



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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Avoid products that cause an allergic reaction

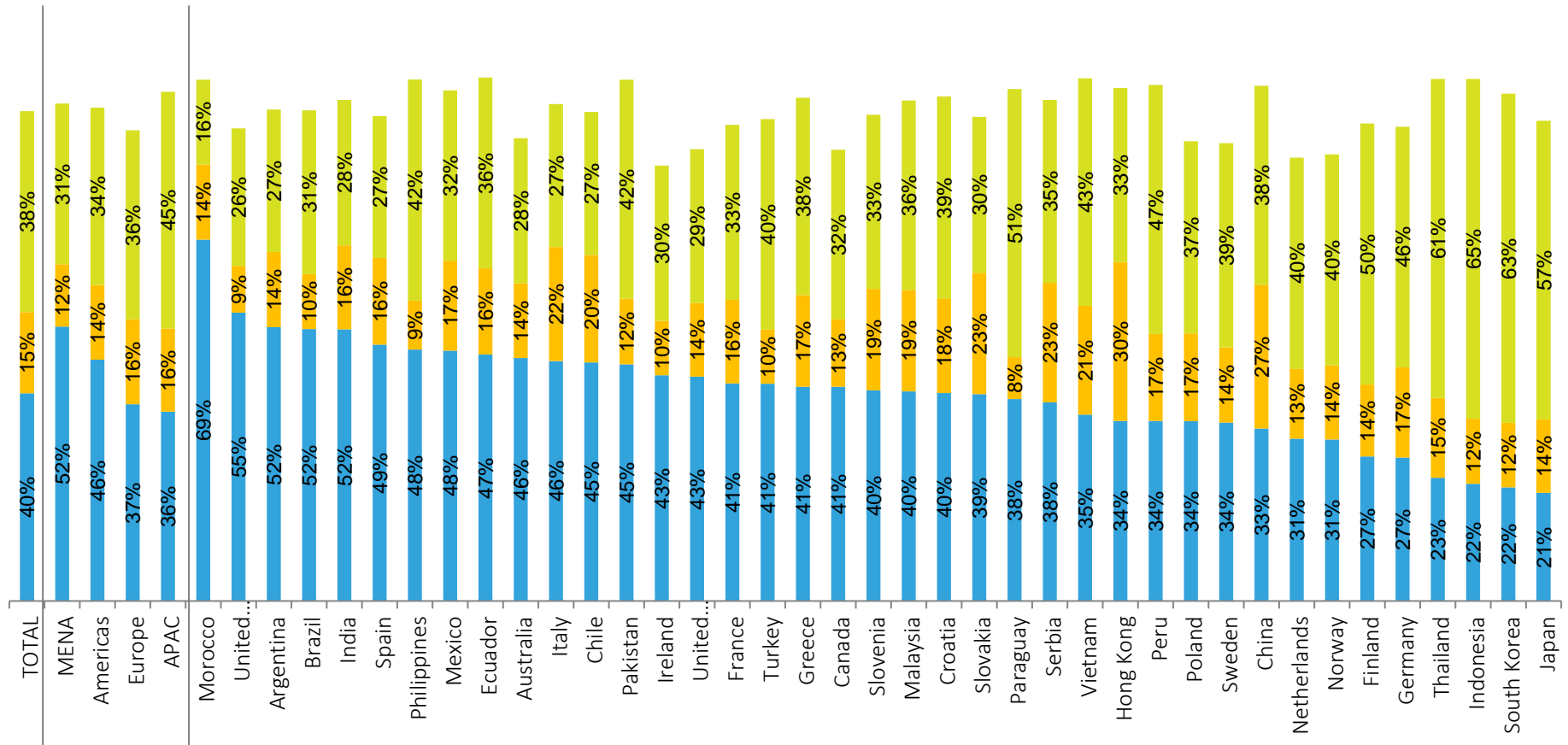
% within total population

HOW OFTEN DO PEOPLE AVOID PRODUCTS THAT CAUSE AN ALLERGIC REACTION?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

HEALTH-RELATED HABITS

- Concern about healthy living -



Concern about healthy living

% within total population

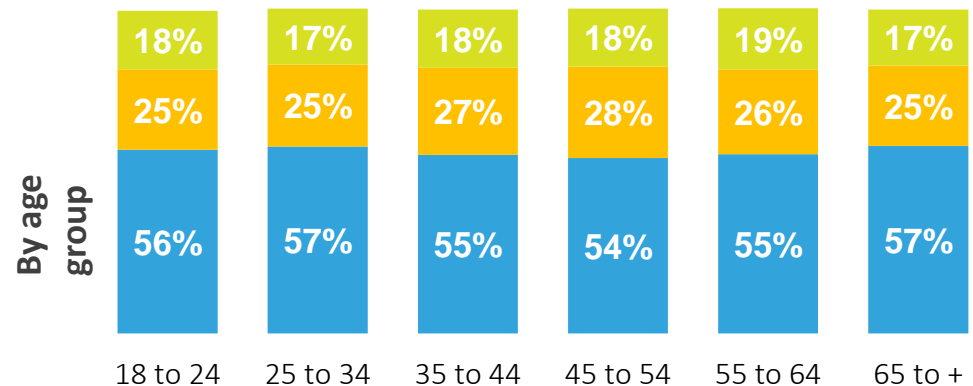
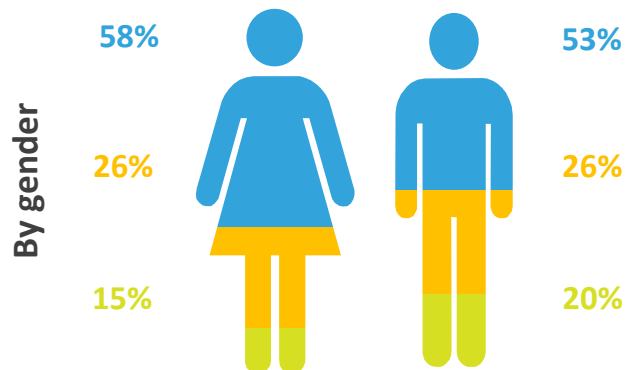
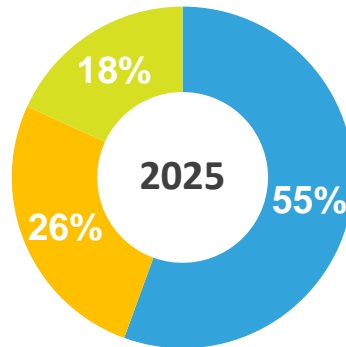
HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_10. How often would you say that you concern about healthy living?

Concern about healthy living

% 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_10. How often would you say that you concern about healthy living?

Concern about healthy living

% within total population

HOW OFTEN DO PEOPLE CONCERN ABOUT HEALTHY LIVING?

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_10. How often would you say that you concern about healthy living?

HEALTH-RELATED HABITS

- Self-medicate -



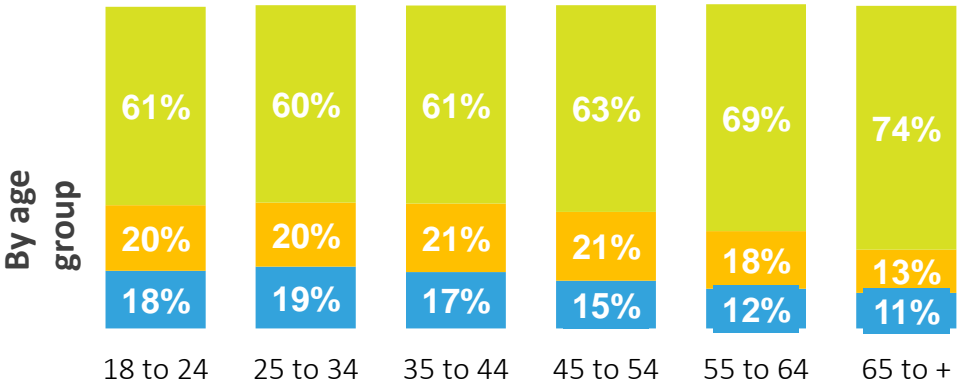
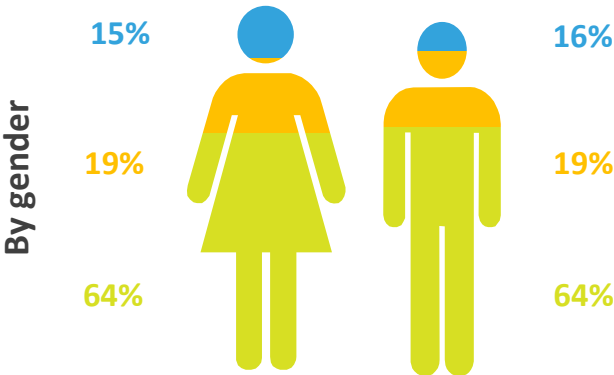
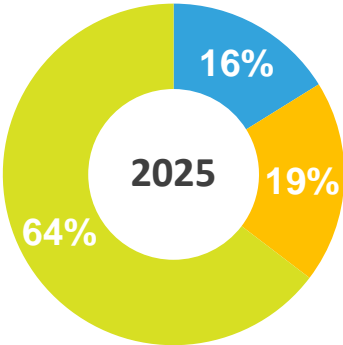
Self-medicate

% within total population

HOW OFTEN DO PEOPLE SELF-MEDICATE?

■ A lot/ very often / Moderately/ fairly often ■ A little/ Sometimes ■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Self-medicate

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

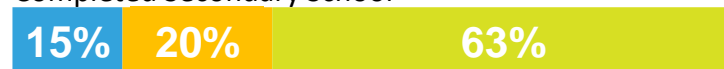
No education / Only basic education



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

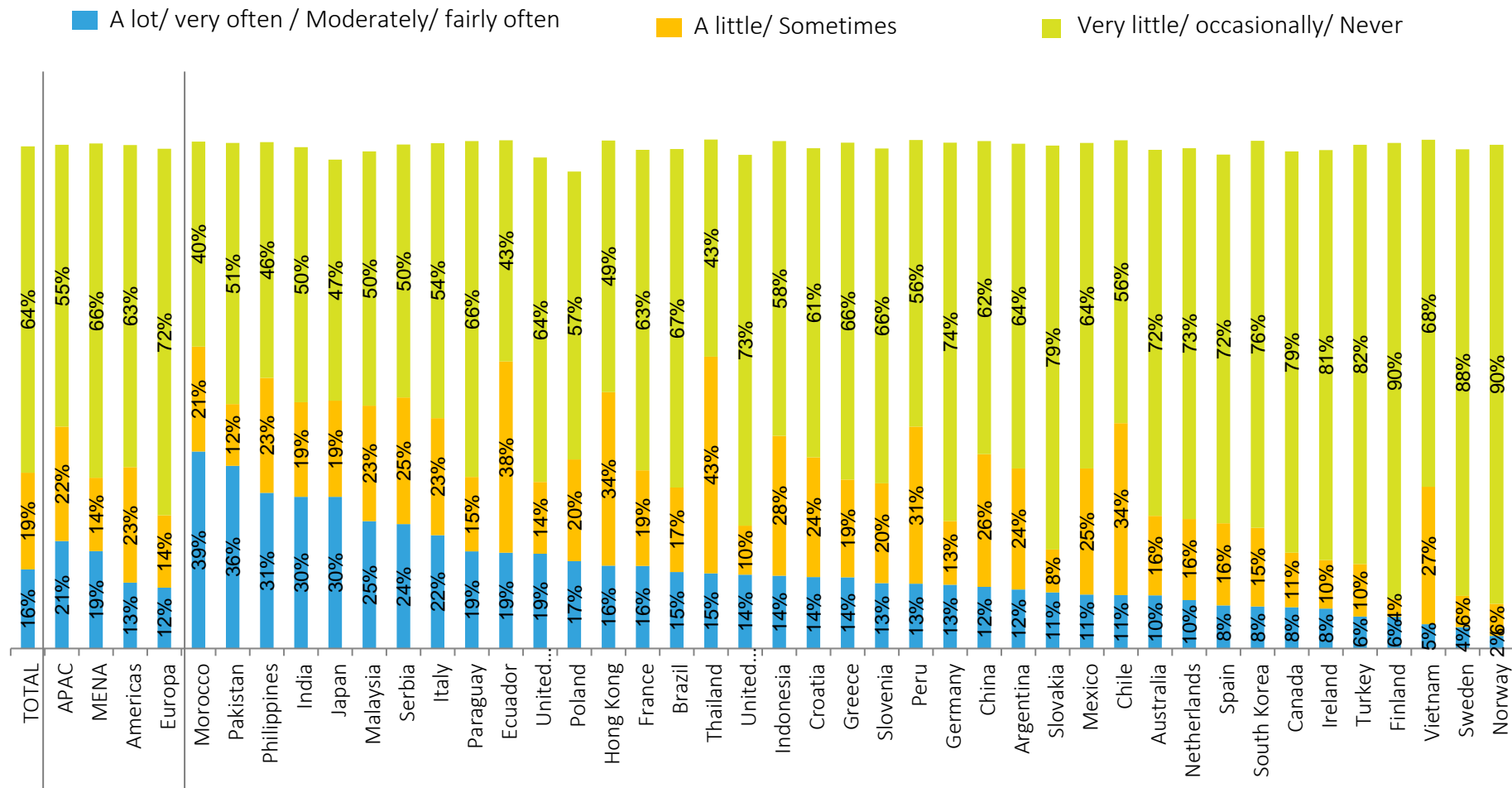


Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Self-medicate

% within total population

HOW OFTEN DO PEOPLE SELF-MEDICATE?



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_11. How often would you say that you self-medicate?

HEALTH-RELATED HABITS

- *Have contact with nature* -



Have contact with nature

% within total population

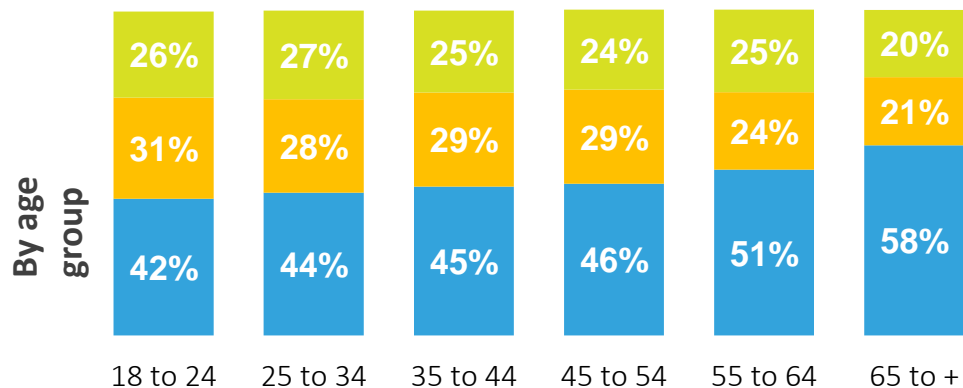
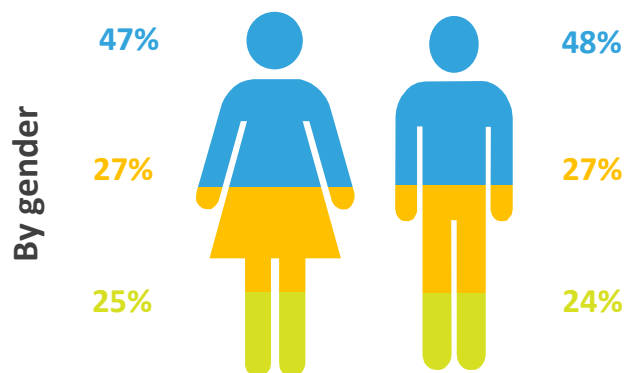
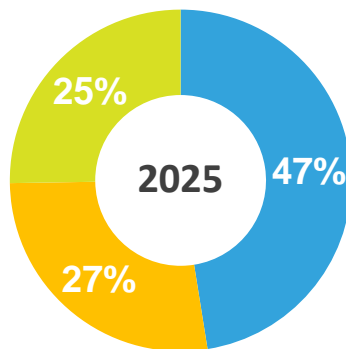
HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_12. How often would you say that you have contact with nature?

Have contact with nature

% 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: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_12. How often would you say that you have contact with nature?

Have contact with nature

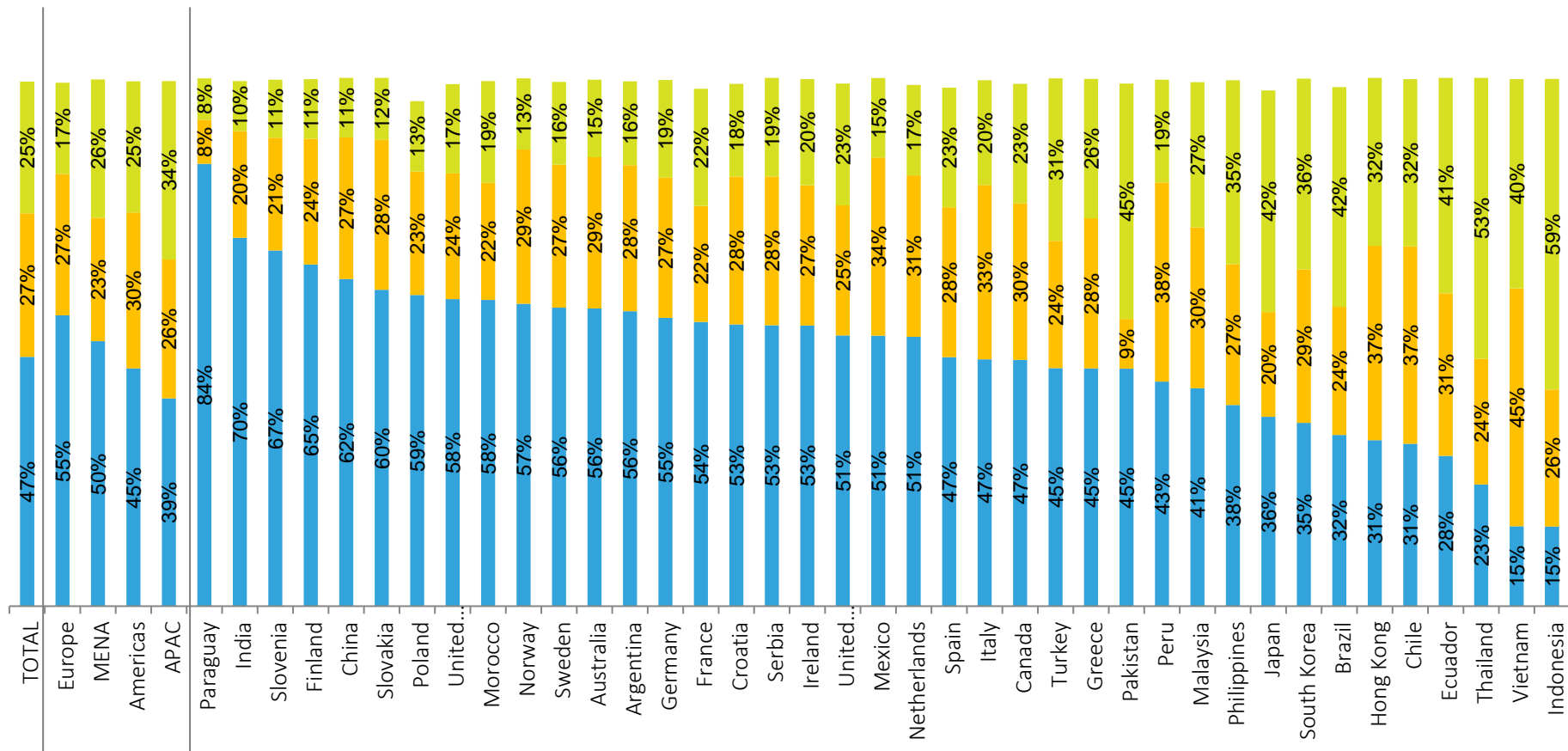
% within total population

HOW OFTEN DO PEOPLE HAVE CONTACT WITH NATURE?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



Source: WIN 2025. Base: 34946 cases. The percentages of Dk / Nr have not been plotted.

Q2_12. How often would you say that you have contact with nature?

Relation between perception of health and habits

		Very healthy + healthy	Somewhat unhealthy + unhealthy
TOTAL		75%	24%
Smoke	A lot/ very often + Moderately/ fairly often	72%	27%
	A little/sometimes	78%	22%
	Very little/ occasionally + Never	76%	23%
Drink Alcohol	A lot/ very often + Moderately/ fairly often	76%	23%
	A little/sometimes	78%	21%
	Very little/ occasionally + Never	74%	25%
Exercise	A lot/ very often + Moderately/ fairly often	85%	15%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	63%	36%
Suffer from stress	A lot/ very often + Moderately/ fairly often	64%	35%
	A little/sometimes	78%	22%
	Very little/ occasionally + Never	84%	15%
Take medicines prescribed by a doctor	A lot/ very often + Moderately/ fairly often	64%	35%
	A little/sometimes	79%	20%
	Very little/ occasionally + Never	86%	14%
Sleep well	A lot/ very often + Moderately/ fairly often	84%	16%
	A little/sometimes	68%	31%
	Very little/ occasionally + Never	53%	46%

Relation between perception of health and habits

		Very healthy + healthy	Somewhat unhealthy + unhealthy
TOTAL		75%	24%
Practice mindfulness techniques (e.g. meditation etc.)	A lot/ very often + Moderately/ fairly often	83%	17%
	A little/sometimes	77%	22%
	Very little/ occasionally + Never	73%	26%
Take vitamin supplements	A lot/ very often + Moderately/ fairly often	75%	24%
	A little/sometimes	77%	23%
	Very little/ occasionally + Never	75%	24%
Avoid products that cause an allergic reaction	A lot/ very often + Moderately/ fairly often	76%	24%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	77%	22%
Concern about healthy living	A lot/ very often + Moderately/ fairly often	79%	21%
	A little/sometimes	70%	29%
	Very little/ occasionally + Never	74%	25%
Self-medicate	A lot/ very often + Moderately/ fairly often	74%	25%
	A little/sometimes	74%	26%
	Very little/ occasionally + Never	76%	23%
Have contact with nature	A lot/ very often + Moderately/ fairly often	81%	18%
	A little/sometimes	74%	25%
	Very little/ occasionally + Never	67%	32%





STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER

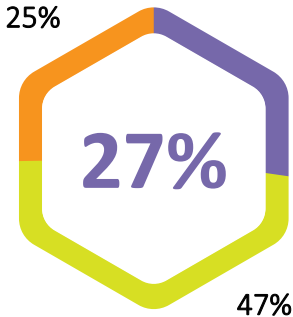
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

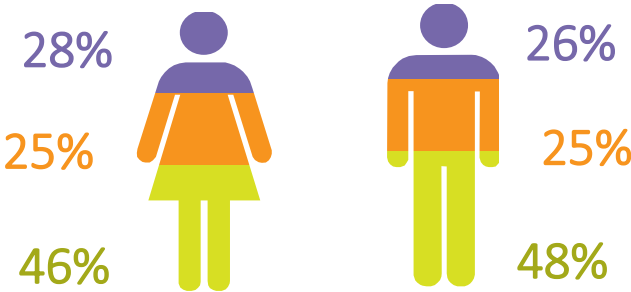
HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

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

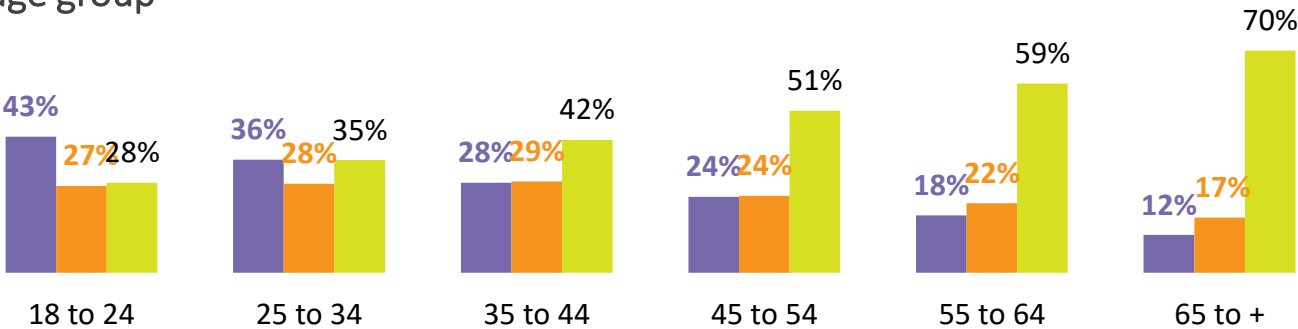
Global Average
2025



By gender



By age group



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

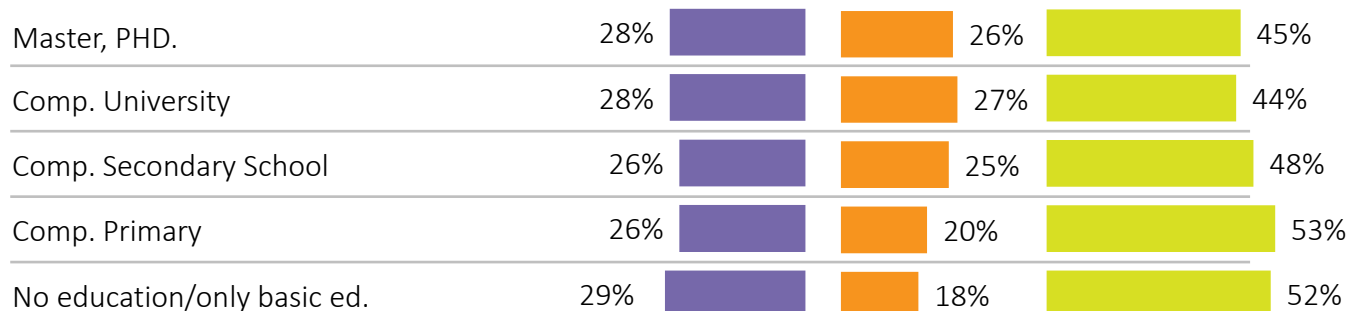
Stayed up late at night using your phone or computer, resulting in less sleep than you need

% within total population

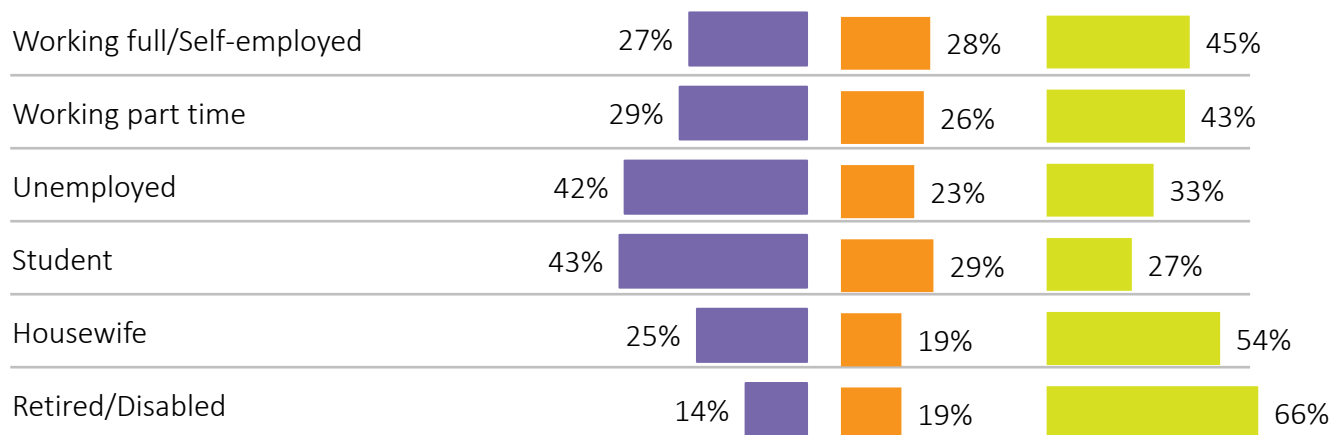
HOW OFTEN DO PEOPLE STAYED UP LATE AT NIGHT USING THE PHONE OR COMPUTER, RESULTING IN LESS SLEEP THAN THEY NEED?

■ 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.



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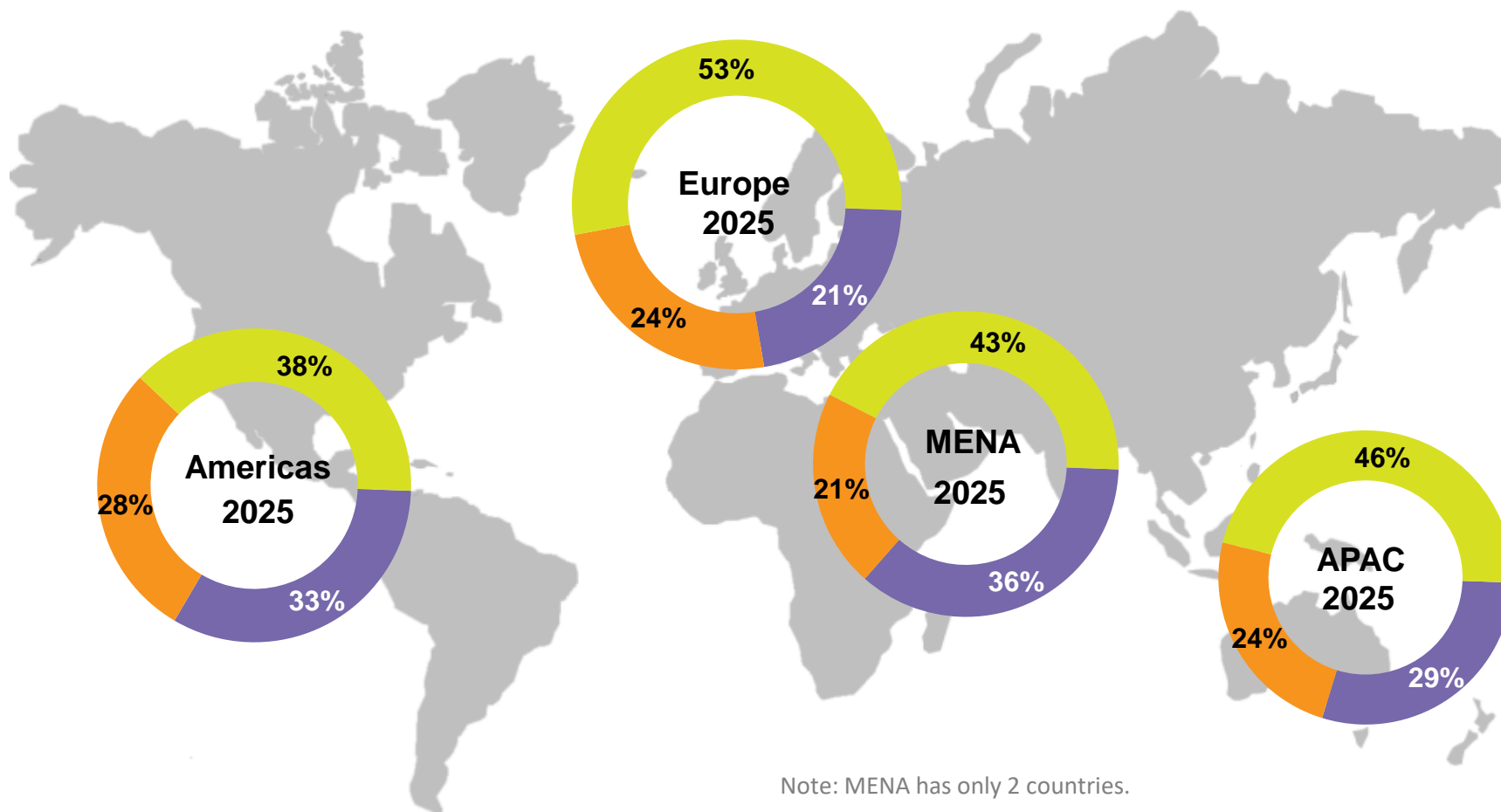
Q5_02 - Have you ever experienced any of the following?: Stayed up late at night using your phone or computer, resulting in less sleep than you need

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?

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



Note: MENA has only 2 countries.

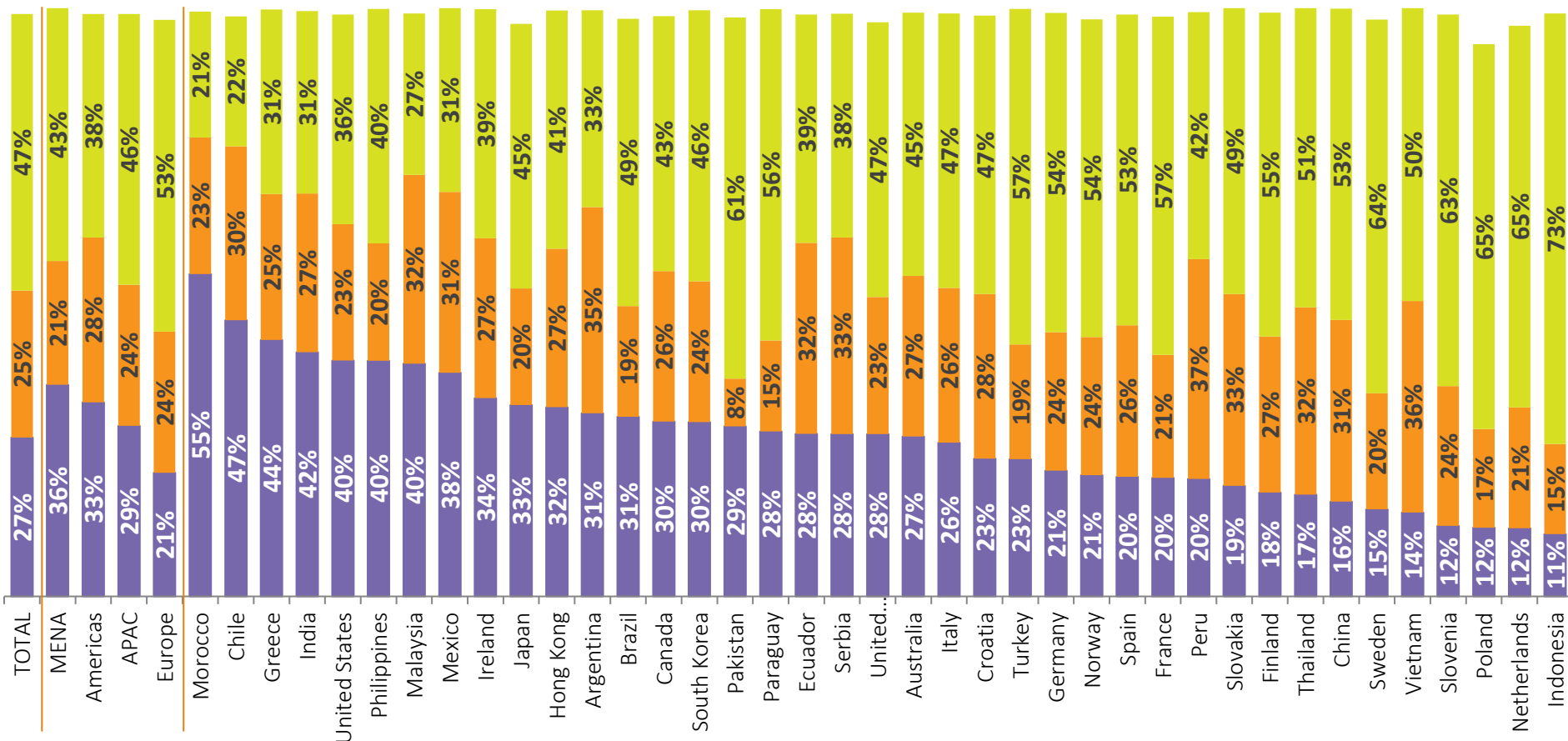
Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

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?

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



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



Eye Irritation



Headaches



Blurred Vision



Neck & Shoulder Pain

EXPERIENCED PHYSICAL DISCOMFORT (E.G., HEADACHES, EYE STRAIN, OR POOR POSTURE) DUE TO PROLONGED DEVICE USE (MOBILE PHONE, TABLET OR COMPUTER)

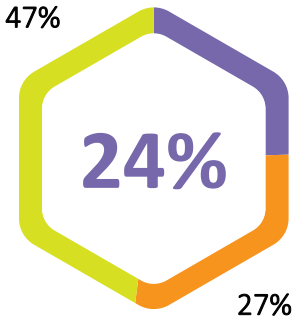
Physical discomfort (e.g., headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)

% within total population

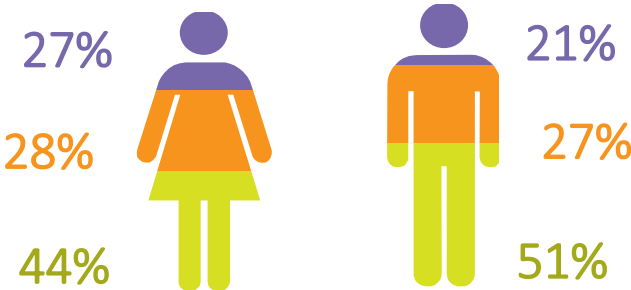
HOW OFTEN DO PEOPLE EXPERIENCE PHYSICAL DISCOMFORT DUE TO PROLONGED USE OF TECHNOLOGY?

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

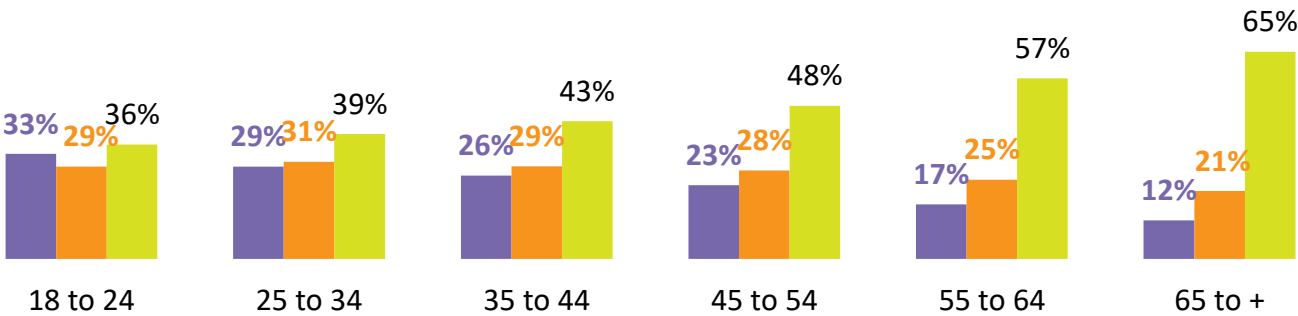
Global Average
2025



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_01 - Have you ever experienced any of the following?: Physical discomfort (e.g., headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)

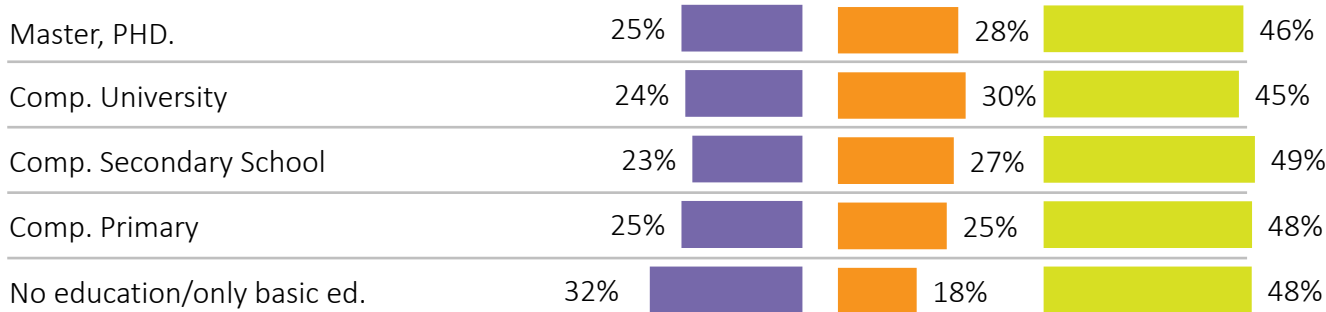
Physical discomfort (e.g., headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)

% within total population

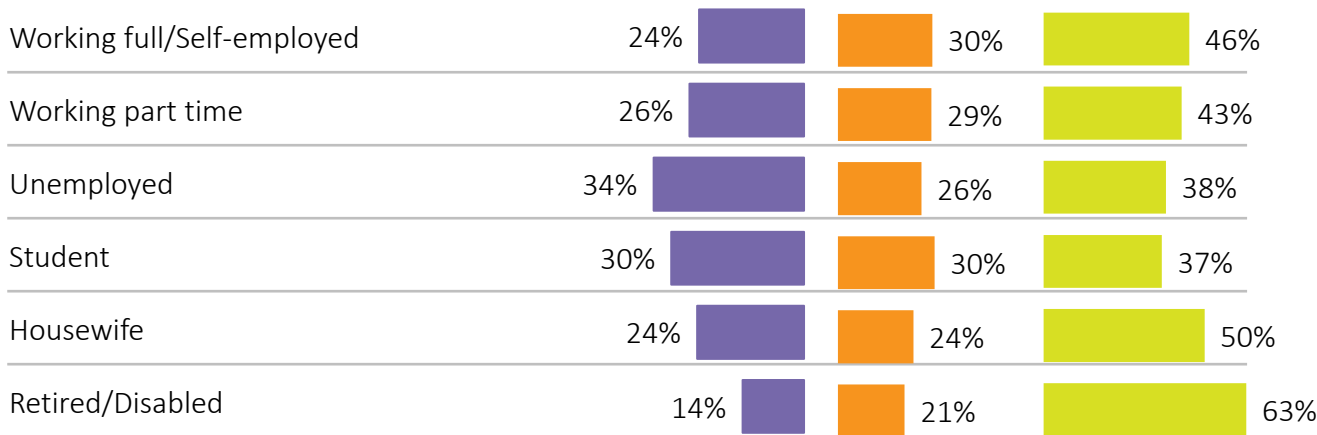
HOW OFTEN DO PEOPLE EXPERIENCE PHYSICAL DISCOMFORT DUE TO PROLONGED USE OF TECHNOLOGY?

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

By education level



By employment



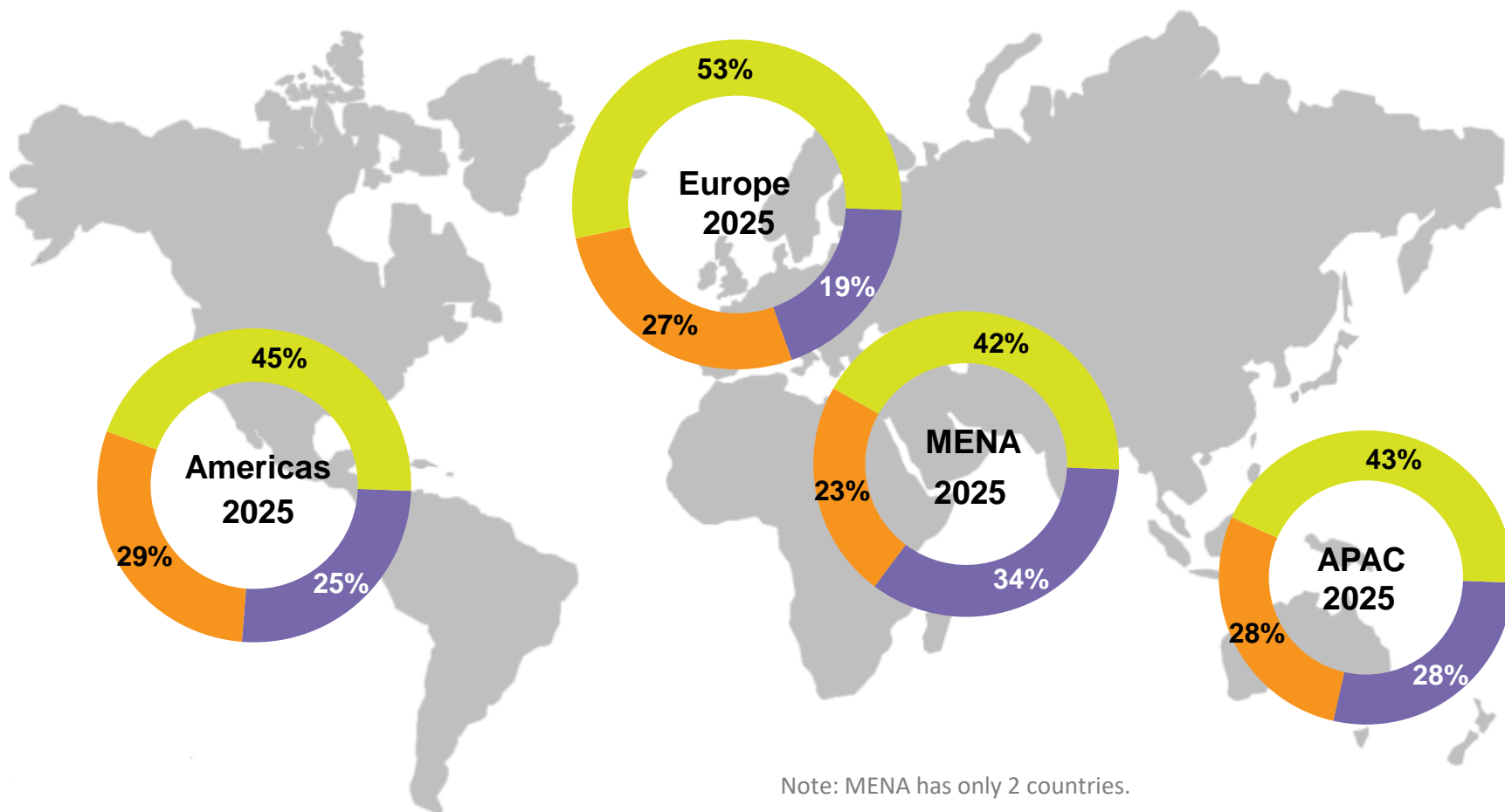
Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

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 ■ A Little/ Sometimes ■ Very Little/ Occasionally/ Never



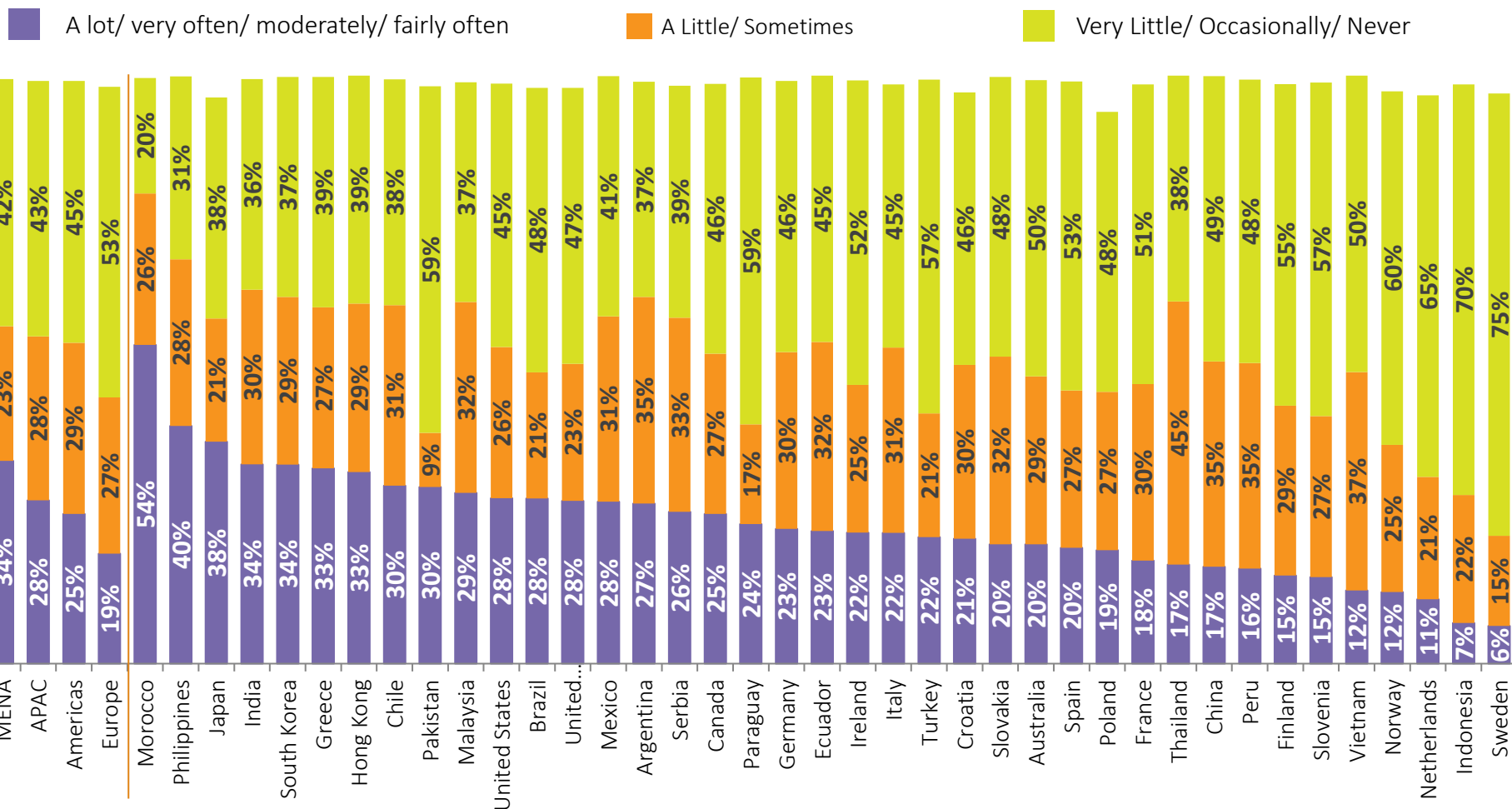
Note: MENA has only 2 countries.

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

Physical discomfort (e.g., headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)

% within total population

HOW OFTEN DO PEOPLE EXPERIENCE PHYSICAL DISCOMFORT DUE TO PROLONGED USE OF TECHNOLOGY?



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



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

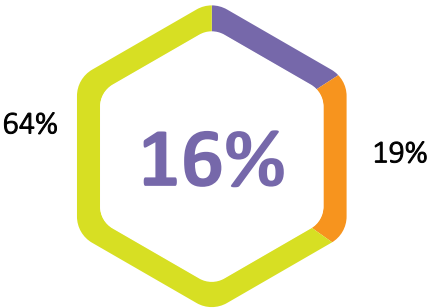
Anxiety, depression or any other mental health issue due to excessive technology

% within total population

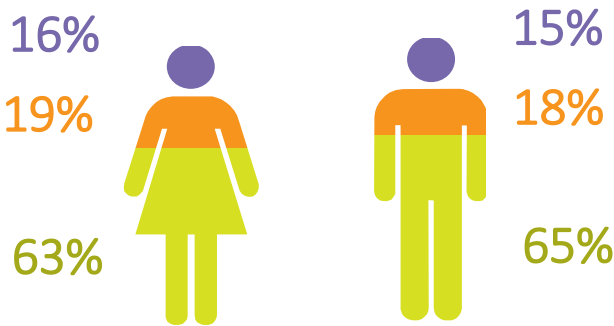
HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?

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

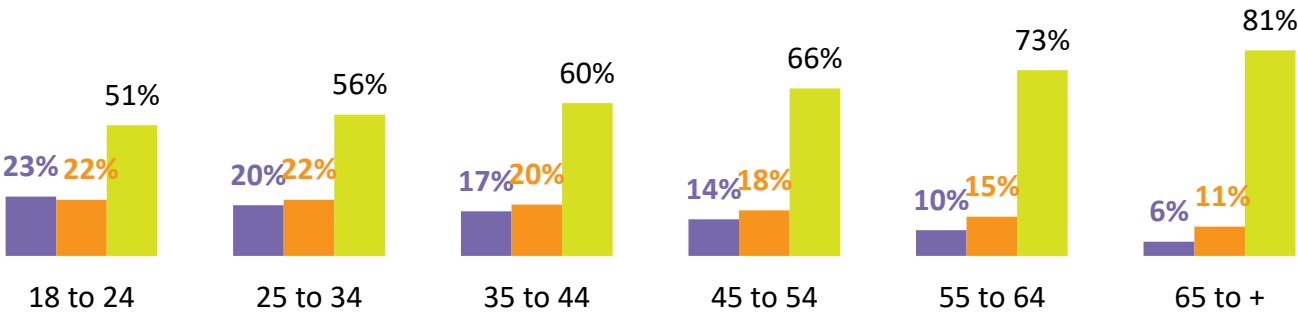
Global Average 2025



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_03 - Have you ever experienced any of the following?: Anxiety, depression or any other mental health issue due to excessive technology

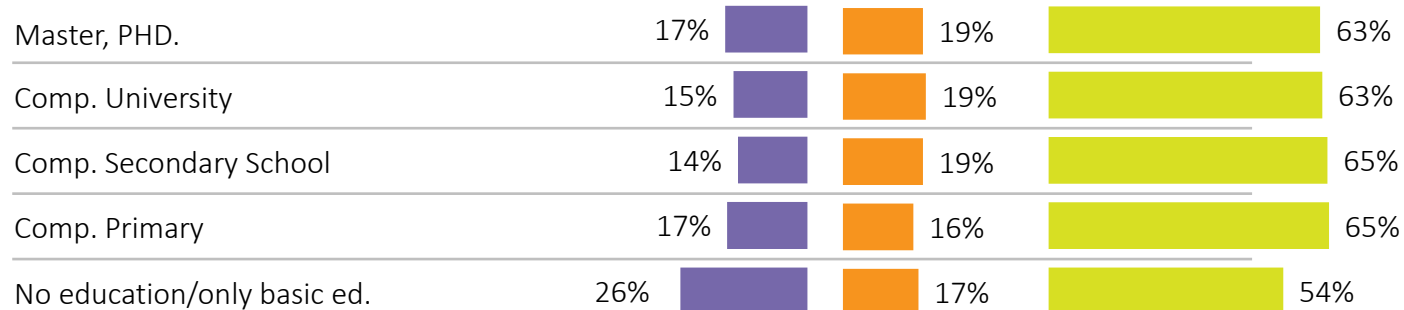
Anxiety, depression or any other mental health issue due to excessive technology

% within total population

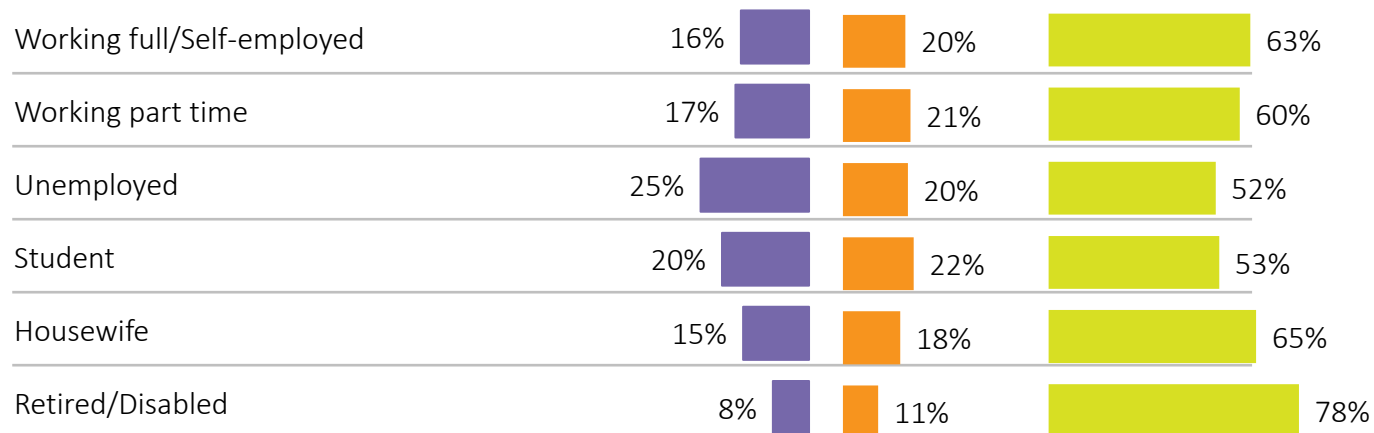
HOW OFTEN DO PEOPLE EXPERIENCE ANXIETY, DEPRESSION OR ANY OTHER MENTAL HEALTH ISSUE DUE TO EXCESSIVE TECHNOLOGY?

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

By education level



By employment



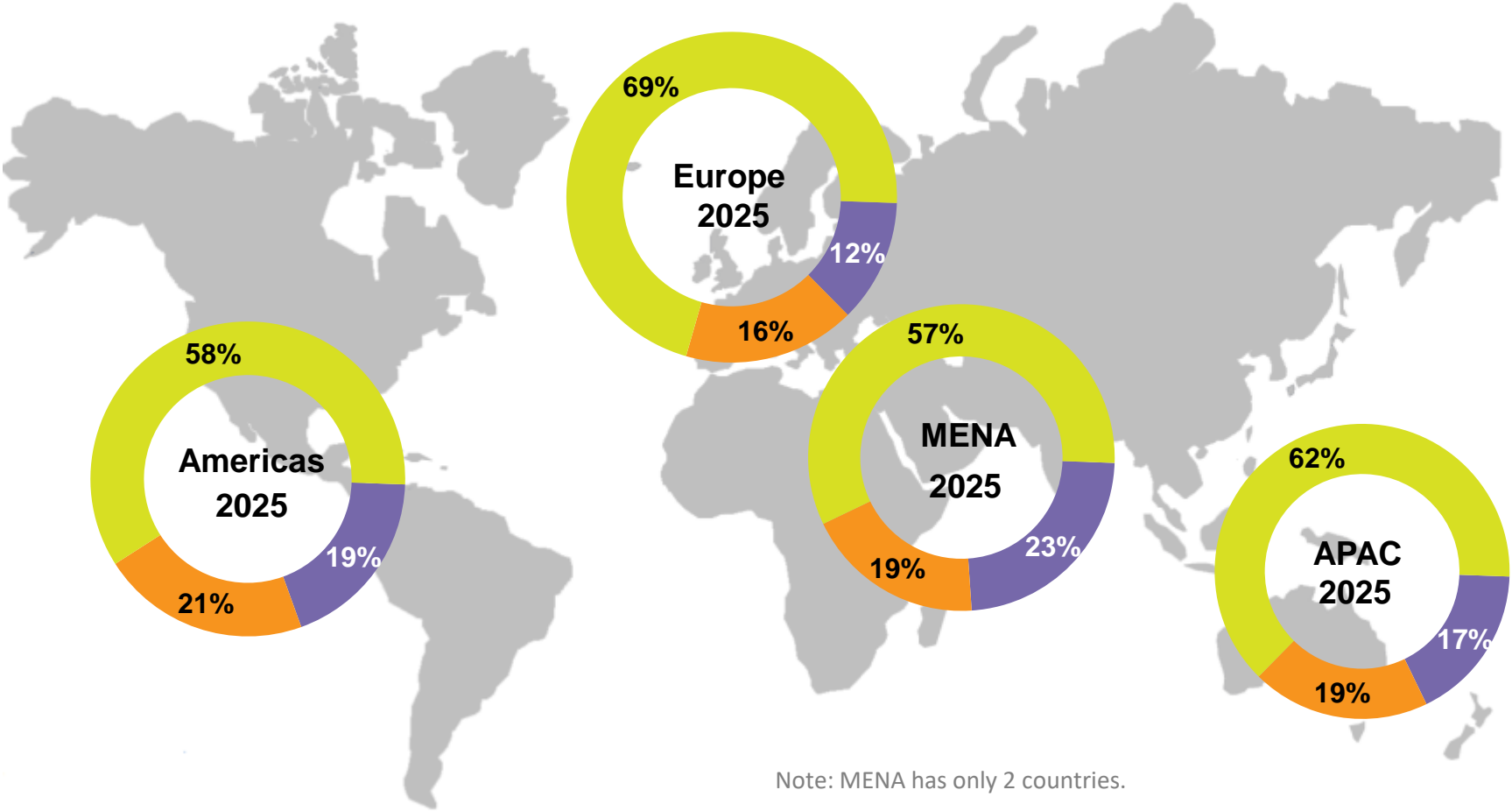
Source: WIN 2025. Base: 34.946 cases. The percentages of Dk / Nr have not been plotted.

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?

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



Note: MENA has only 2 countries.

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

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

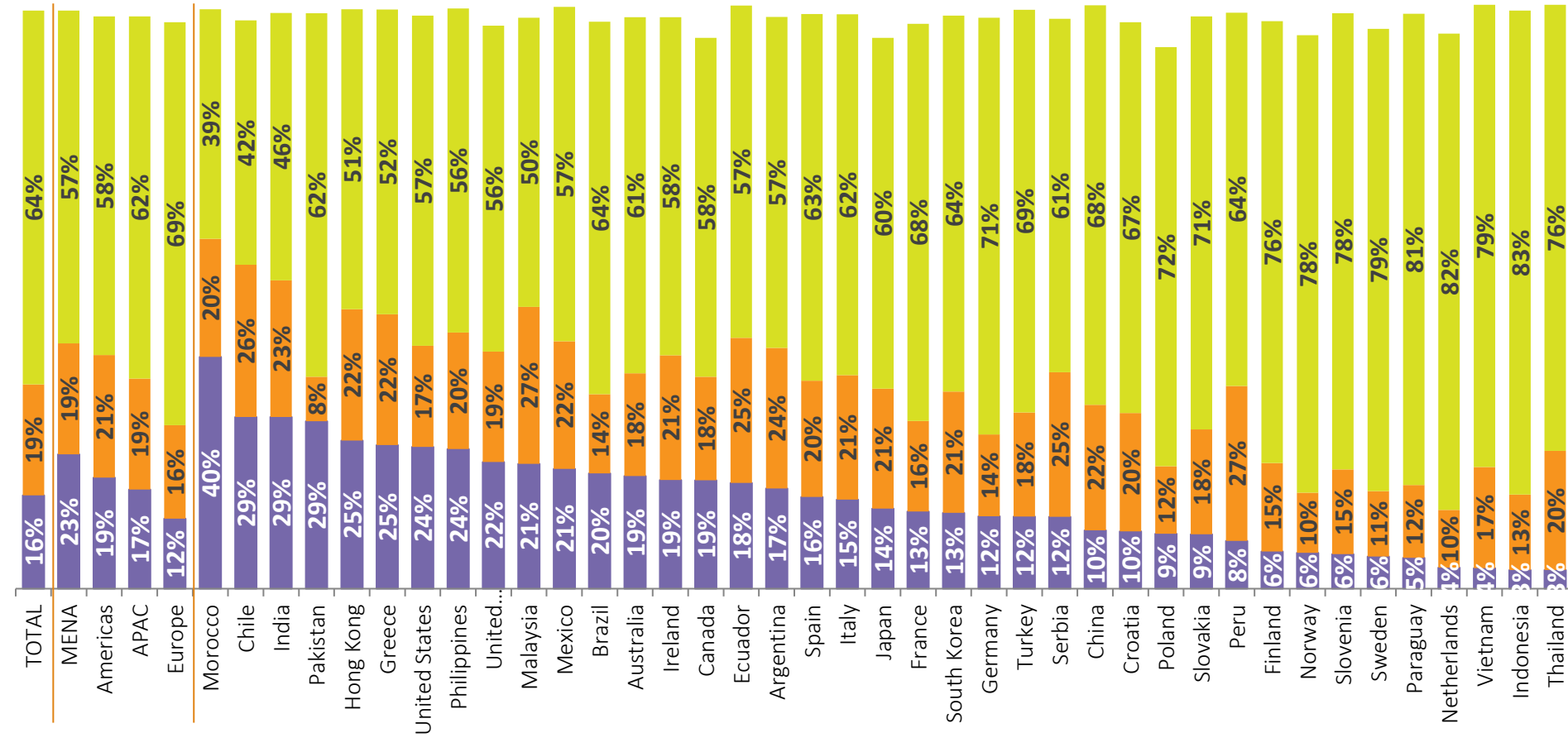
% within total population

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

A lot/ very often/ moderately/ fairly often

A Little/ Sometimes

Very Little/ Occasionally/ Never



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

Relation between perception of health and the impact of technology use on physical discomfort, sleep, and mental health

		Very healthy + healthy	Somewhat unhealthy + unhealthy
TOTAL		75%	24%
Physical discomfort (e.g., headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)	A lot/ very often + Moderately/ fairly often	68%	31%
	A little/sometimes	75%	24%
	Very little/ occasionally + Never	80%	20%
Stayed up late at night using your phone or computer, resulting in less sleep than you need	A lot/ very often + Moderately/ fairly often	70%	29%
	A little/sometimes	76%	23%
	Very little/ occasionally + Never	78%	21%
Anxiety, depression or any other mental health issue due to excessive technology	A lot/ very often + Moderately/ fairly often	66%	33%
	A little/sometimes	73%	26%
	Very little/ occasionally + Never	79%	21%

COMPARATIVE OF TREND QUESTIONS

Q1. How do you consider your overall health in general?	2018	2019	2020	2021	2022/2023	2024	2025
TOTAL GLOBAL							
Very healthy	16%	19%	20%	18%	18%	17%	15%
Healthy	60%	58%	59%	59%	58%	57%	60%
Somewhat unhealthy	19%	19%	17%	18%	19%	21%	20%
Unhealthy	4%	4%	3%	4%	4%	4%	4%

Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Sleep well	A lot/ very often/ moderately/ fairly often	64%	61%	64%	65%	-	-	62%
	A little/ Sometimes	23%	25%	23%	23%	-	-	24%
	Very little/ Occasionally/ Never	12%	13%	12%	12%	-	-	13%
Exercise	A lot/ very often/ moderately/ fairly often	37%	37%	39%	40%	-	-	43%
	A little/ Sometimes	29%	30%	29%	28%	-	-	27%
	Very little/ Occasionally/ Never	34%	32%	31%	31%	-	-	29%
Suffer from stress	A lot/ very often/ moderately/ fairly often	30%	30%	31%	33%	-	-	33%
	A little/ Sometimes	33%	34%	33%	32%	-	-	31%
	Very little/ Occasionally/ Never	35%	35%	35%	35%	-	-	35%
Smoke	A lot/ very often/ moderately/ fairly often	20%	17%	17%	18%	-	-	16%
	A little/ Sometimes	7%	8%	7%	7%	-	-	7%
	Very little/ Occasionally/ Never	72%	72%	75%	74%	-	-	75%



Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Drink alcohol	A lot/ very often/ moderately/ fairly often	19%	17%	15%	16%	-	-	16%
	A little/ Sometimes	24%	24%	22%	22%	-	-	25%
	Very little/ Occasionally/ Never	56%	57%	58%	58%	-	-	58%
Take medicines prescribed by a doctor	A lot/ very often/ moderately/ fairly often	34%	35%	-	-	-	-	41%
	A little/ Sometimes	19%	19%	-	-	-	-	20%
	Very little/ Occasionally/ Never	46%	44%	-	-	-	-	38%
Concern about healthy living	A lot/ very often/ moderately/ fairly often	-	54%	-	-	-	-	55%
	A little/ Sometimes	-	29%	-	-	-	-	26%
	Very little/ Occasionally/ Never	-	17%	-	-	-	-	18%
Practice mindfulness techniques (e.g., meditation, etc.)	A lot/ very often/ moderately/ fairly often	14%	-	-	-	-	-	17%
	A little/ Sometimes	15%	-	-	-	-	-	18%
	Very little/ Occasionally/ Never	69%	-	-	-	-	-	63%

Behavior	Response	2018	2019	2020	2021	2022/2023	2024	2025
Take vitamin supplements	A lot/ very often/ moderately/ fairly often	25%	-	-	-	-	-	34%
	A little/ Sometimes	19%	-	-	-	-	-	21%
	Very little/ Occasionally/ Never	54%	-	-	-	-	-	44%
Avoid products that cause an allergic reaction	A lot/ very often/ moderately/ fairly often	30%	-	-	-	-	-	40%
	A little/ Sometimes	14%	-	-	-	-	-	15%
	Very little/ Occasionally/ Never	48%	-	-	-	-	-	38%

METHODOLOGY

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	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

Total of 34.946 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 7th 2025

	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