Worldwide
Independent Network
Of Market Research

A Global Digest:
Key learnings from Worldviews Survey 2025

winmr.com

Contents

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What is the Worldviews Survey?

The Worldviews Survey (WVS) is a pro-bono initiative, launched in 2018, to drive public awareness and change. It is carried out by the Worldwide Independent Network of Market Research (WIN) – a global network of top independent market research and polling companies, with members across every continent. Each partner brings a deep local insight within a truly international framework.

The survey is conducted annually across 40 countries with over 30,000 respondents, and tracks shifting attitudes across a range of vital topics. These include physical and mental health, food consumption, medicine and innovation, technology use, ageing, gender equality and violence against women, household spending and planning, and environmental responsibility.

The aim of the study is threefold:

1. Uncover public beliefs, expectations, and concerns on today's most pressing social and economic issues
2. To ensure that the voices of global communities have an equal opportunity to be heard.
3. Demonstrate the power of research to foster global understanding and empathy

Impact of the Worldviews Survey

By tracking sentiment over time, the WVS supports better policy, stronger communities, and insight-led strategies. The findings are disseminated widely through media, reports, and events – connecting the research to real-world impact.

The impact of the WVS has been far-reaching, powered by WIN's global network of market research experts. While influence varies by region, the study has informed societal conversations, policy decisions, and further research in countries including **Argentina, Brazil, Italy, Peru, Spain, and Turkey**. Insights have been shared through high-profile presentations to policymakers and universities, national discussions, and local media. For example, in **Argentina**, led by WIN member Voices!, the WVS findings across all seven waves helped suggest environmental policies in partnership with the United Nations Development Programme. Over in **Turkey**, the 2024 findings on violence against women inspired BAREM to conduct follow-up research and the formation of a media-wide platform to combat harmful portrayals, backed by media NGOs and industry leaders.

The following digest shares the key findings and insights from 2025.

Worldwide Independent Network Of Market Research

5 most important takeaways from 2025

Behind the numbers are stories of shifting human priorities, widening gaps, and emerging challenges. Supported by insights from WIN members that bring the data to life with local contexts, this report hightlights five key findings which reveal how people worldwide are rethinking their health, their roles, and their futures.

This year's global digest examines:

Key finding 1
Mental health: A search for calm through meditation

Key finding 2
Population: Rethinking what it means to be young, old and healthy

Key finding 3
Gender equality: Reality lags behind equality perceptions

Key finding 4
Sleep: A public health crisis in the making

Key finding 5
Sports and exercise: Who gets to play?

Key finding 1
Mental health: A search for calm through meditation

Meditation has long been rooted in religious and philosophical traditions. From Sufi dhikr and Hindu japa to Buddhist vipassana and Christian contemplative prayer, it has historically served as a sacred ritual of connection, reflection, and transcendence. In these contexts, meditation is not a wellness trend, but a practice deeply embedded in spiritual life.

Today, particularly in Western contexts, it is often reframed as a tool for self-care and emotional wellbeing. Amidst the pressures of modern life, meditation offers refuge from constant noise and overstimulation.

Stress and social pressures:
Meditation as an emotional anchor

In 2025, stress is a common worldwide experience. The survey found that 64% of people globally report feeling stressed, and 32% say they experience stress often. These patterns cut across demographics. At the sociodemographic level, frequent stress (“often”) is more prevalent amongst women (38% vs. 27% of men), and increases at younger ages (38% amongst those aged 18–24 and 37% amongst those aged 25–34, compared to just 17% amongst those aged 65 and over). Regarding employment status, the highest levels of stress are reported amongst the unemployed (42%) and students (40%).

Against this backdrop and increased economic and societal pressures, meditation and mindfulness are gaining traction. Today, 35% of people globally report meditating at least sometimes, up from 29% in 2018.

Meditation no longer exists solely within the realm of an idealised healthy lifestyle. It has become a coping mechanism in an overstimulated world. Those facing emotional distress are especially likely to practice meditation: 22% of people who feel lonely, irritable, or depressed say they meditate often, and 20% of those struggling with sleep or fatigue use mindfulness practices to cope. It is clear meditation has now become a flexible tool that serves a range of personal needs, from emotion to physical well-being in modern life.

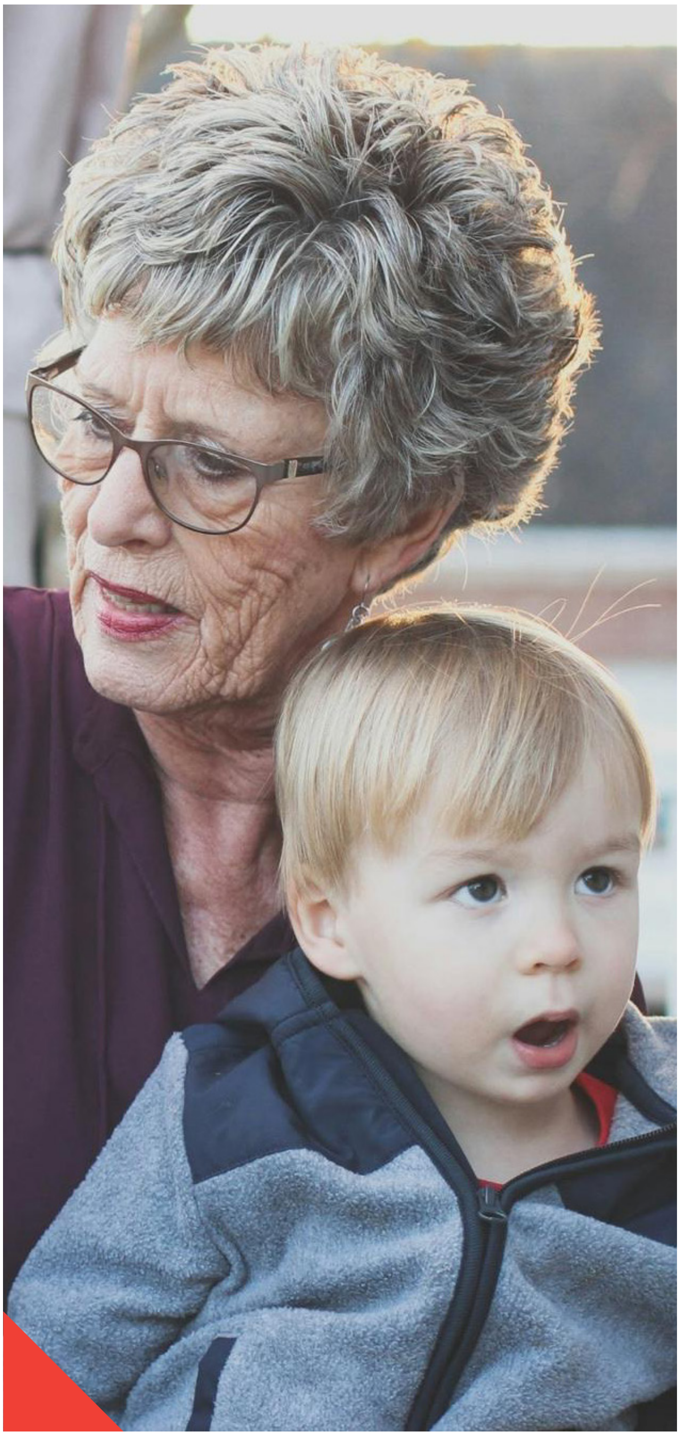
Young people: Leading the shift towards mindfulness

Young people are driving this shift. Globally, 40% of 18–24-year-olds say they meditate at least sometimes, compared with just 26% of those over 65. In many countries, including **Finland, Argentina, and Greece**, local researchers report sharp increases in adoption (ranging from 50% to 90% growth), often tied to a wider embrace of healthier lifestyles and the pursuit of inner peace.

Country insights – A leap towards mindful populations

In **Greece and Finland**, local expert WIN members confirm that the findings reflect a real-life shift in embracing mindfulness and relaxation techniques. Pasi Huovinen from Taloustutkimus Oy (WIN's Finland member) says mindfulness and meditation have moved into the mainstream, shaping both personal and professional life. These practices have become common tools for stress management. Nikos Chantzidimitriou from Alternative Research Solutions, WIN's **Greece** member, says there has been a noticeable rise in yoga and meditation centres across the country, with a shift in attitudes and hobbies that support wellness following COVID-19.

In **Pakistan**, Amnah Imtiaz, from WIN member Gallup & Gilani, explains that formal awareness of "mindfulness" as a concept remains limited. However, reflective practices such as prayer, meditation, or deep breathing are deeply embedded in daily routines, even if they are not explicitly labelled as mindfulness. Amongst younger and urban populations, exposure to global wellness trends and social media has begun to shape engagement with these practices, blending tradition with contemporary influences.



Key finding 2
Population: Rethinking what it means to be young, old and healthy

Since 2018, the WVS shows people have been reporting feeling young for less of their lives and have started feeling older sooner. In 2025, the average age at which people say they 'stop feeling young' has dropped to 41 (from 44 in 2018), while the age they start 'feeling old' has also shifted to 53, from 55 in 2018.

These global averages conceal striking regional and cultural contrasts. In Europe, people feel young until 44 and old at 58, while in Africa, youth fades at 36. In the MENA region, people feel old the earliest, at just 48.

Even within regions, the differences are dramatic: in Thailand, people say they stop feeling young at just 26, whereas in South Korea, that age extends up to 51.

Why people feel older, younger
The shifting boundaries of youth and old age are shaped by both personal pressures and broader cultural dynamics. WIN experts point to several factors:

- Increased life pressures at younger ages: For many, adult responsibilities, such as economic strain, caregiving, or job insecurity, arrive early; accelerating the sense of leaving youth behind.
- Global uncertainty and emotional fatigue: pandemics, climate anxiety, and geopolitical tensions fuel emotional fatigue and a psychological 'ageing'.

- Changing milestones of adulthood: Traditional milestones of adulthood, like stable careers, home ownership, or parenthood, are increasingly delayed or redefined, leaving many in a limbo between youth and adulthood.
- Health and well-being challenges: At the same time, mental health struggles, sleep problems, and chronic stress erode the vitality associated with youth.
- Cultural narratives about ageing: In many societies, ageing is cast in a negative light, while the media idealises youth, making people feel "old" sooner.
- Digital acceleration: Rapid tech changes sharpen generational divides, with some feeling outdated as soon as they fall behind the latest tech or online trends.
- Physical and emotional burnout: For younger adults, long working hours, screen fatigue, and social pressures can lead to burnouts that mimic premature ageing.
- Earlier body consciousness: Increased exposure to beauty standards and ageing-related content on social media may heighten body awareness and accelerate perceptions of ageing, particularly amongst women.

What this means for brands

Pierre Bourdieu's assertion that "Youth is just a word" rings truer than ever. Youth can be a privilege, a burden, or an aspiration, depending on a person's economic situation and cultural context. Yet many institutions, organisations, and policy-making bodies still classify youth as 15 to 24 and older persons as over 60 (figures from the United Nations), which are definitions that sit in stark contrast with how people feel. The WVS findings highlight the need for a more nuanced, inclusive conversation around who gets to be 'young' and 'old'.

For brands, this opens up important opportunities:

- More precise segmentation: combine actual and 'felt' age to better target products and messages.
- More effective emotional connection: Align tone and style with how people feel, not only their chronological age.
- Opportunities to reposition products: Extend categories to audiences that match by lifestyle, not birthdate.
- More inclusive loyalty strategies: Focus on aspirations and life stages rather than age brackets.
- New approaches in communication: Challenge age stereotypes and limits to connect more authentically.

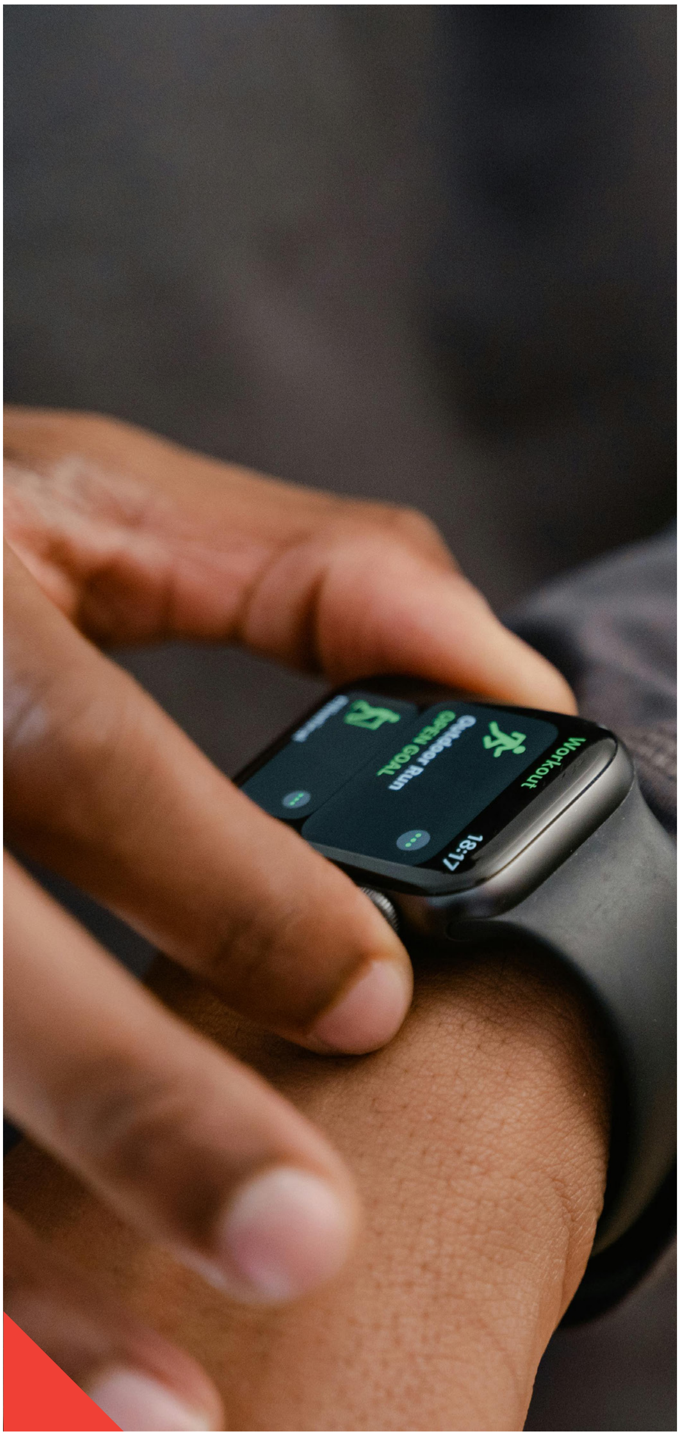
Health and Technology:
People are optimistic for longer lives

Despite old age arriving earlier, nearly half of people worldwide (46%) are optimistic about living a long and healthy life. This optimism declines with age – from 49% amongst 18–34-year-olds to 42% amongst those over 65.

Technology and medical innovation fuel much of this hope. Four in ten people globally believe these advancements will significantly extend human life within their lifetime, a belief strongest amongst those with higher education.

But longevity alone is not the goal; 59% prioritise quality of life over simply living longer. This preference grows with age, from 56% amongst young adults to 62% amongst those over 65. Yet action lags behind aspiration. Only 35% of people globally say they are actively preparing for aging through financial planning, healthcare directives, or lifestyle choices.

Even amongst the elderly, only four in ten strongly agree they've made such preparations. Men report slightly higher levels of action than women (37% vs. 34%), even though women (61%) are more likely than men (57%) to value quality of life.



Key finding 3
Gender equality: the reality lags behind equality perceptions

Perceptions of gender equality at home globally have slightly improved in the 2025 survey compared to 2024, but this shift is largely driven by men, while women remain less optimistic. Across age groups, people's views on equality at home and in politics remain steady this year. At work, however, perceptions diverge more sharply with age: 62% of 18–24-year-olds believe gender equality has been achieved, compared to just 50% of those over 65.

These beliefs rarely align with reality. Conducting a Spearman analysis, WIN found a near-zero correlation between perceptions of equality and the actual division of household chores. This suggests that subjective beliefs about gender equality – whether at home, work, or in politics – do not reflect real-life behaviour.

In practice, women still shoulder the majority of domestic work in nearly every country surveyed, even the ones with strong perceptions of equality. The only exceptions are "taking out the rubbish," done more often by men in 23 of 40 countries (55% men vs. 52% women), and grocery shopping, which is more evenly shared (46% men vs. 49% women). Both tasks are typically outside the home, which may reflect safety-related factors, whereas more intimate chores show far wider gaps: laundry (31% men vs. 58% women) and bathroom cleaning (24% men vs. 42% women). Even cooking – often celebrated as a male-dominated profession at the top level – is performed mostly by women at home (75%).

Sweden is the only country where men do slightly more household chores overall (a 0.7% gap in men's favour), followed by the **US** at -2.5%. At the opposite end, **Japan** ranks lowest for gender equality perceptions across all areas and shows alignment between its low perception scores and the division of household roles.

Countries like Pakistan, Indonesia, and Vietnam – despite their high perceived equality – have the largest gender gaps in housework. Conversely, Poland reports lower confidence in gender equality, yet ranks well in shared domestic responsibilities.

These contrasts highlight the need for deeper investigation: to what extent do cultural, societal, or economic factors shape perceptions? And how does a country's history of equality reform influence these views?

Violence against Women: Progress with caveats
Globally, reports of women experiencing physical and/or psychological violence have fallen from 20% in the 2024 survey to 14% this year. However, this apparent progress is partly statistical: the 2025 sample includes countries with lower reported rates, such as **China** and **Thailand** (where 97% and 90% of women, respectively, reported no violence), as well as **Slovakia** and **Norway** (88% reported no). Meanwhile, **Nigeria** – previously the highest-ranking country for violence in 2024 – did not participate this year. Reports of sexual harassment show a similar trend, dropping from 10% to 7%, also shaped by these sampling changes.

Country insights – Brazil's policy efforts:
A step in the right direction

Brazil provides a notable example of how policy can drive measurable change. Reports of violence amongst women dropped from 31% to 19%, and reports of sexual harassment halved from 20% to 10%. According to Fabián Echegaray, from Market Analysis, WIN's member in **Brazil**, this shift follows a series of policy interventions: the reinstatement of the Ministry of Women in 2023, the relaunch of 24/7 women's hotlines and women's houses, and the introduction of more than ten new women's rights laws.

Brazil's example is particularly significant in the Latin American context, where five of the top 15 countries for reported violence against women and seven of the top 15 for women reporting sexual harassment are located. **Argentina** ranks highest for violence at 39%, while **Mexico** leads in sexual harassment reports at 28%. The data underscores the importance of sustained efforts to protect women's rights and ensure progress is not only perceived but also reflected in lived experiences.

Key finding 4
Sleep: A public health crisis in the making

While 62% of people in 2025 report sleeping well (very often or fairly often), the proportion struggling with poor sleep has been steadily rising—from 35% in 2021 to 38% in 2025 (those who sleep well only a little, very little, or never). This is a worrying trend: in 35 of the 40 surveyed countries, more than a quarter of people report poor sleep, with **Hong Kong** topping the list at an alarming 59%.

Poor sleep cuts across all socioeconomic groups, but some are more vulnerable than others. Unemployment has a marked effect, with 46% of unemployed individuals saying they do not sleep well. Women aged 35 to 64 with lower education levels are also disproportionately affected. These patterns highlight that sleep health is shaped by a complex interplay of social, economic, and personal factors, pointing to a need for deeper investigation into its root causes.

Technology: Stealing sleep, especially from the young
Technology, meanwhile, is emerging as a key disruptor. Half of the global population (52%) admits to staying up late at night using their phones or computers – very often, fairly often, or sometimes – which leads to insufficient sleep (27% say this happens often). Amongst young adults aged 18–24, this number skyrockets, with seven in ten reporting technology-driven late nights 'very often, often, or sometimes'. Strikingly, this behaviour is more common as education levels increase.

In 28 of the 40 countries surveyed, at least half of respondents say their sleep health is affected by technology, with the highest rate in Morocco at 78%.

Key finding 5
Sports and exercise:
Who gets to play?

Sports and exercise are well-established paths to better physical and mental well-being. But they are more than just personal pursuits – they can also act as powerful drivers of social change. When made truly inclusive and accessible, sport can bridge divides, challenge inequality, and unite communities, while accessible exercise initiatives can help level the playing field in health and wellbeing, regardless of socioeconomic background.

The survey shows that, globally, engagement in physical activity is rising steadily: the proportion of people who exercise regularly has grown from 37% in 2018 to 42% in 2025, reflecting a broader awareness of the benefits of an active lifestyle. This positive trend spans many countries and demographic groups.

Country insights – A mixed picture of fitness progress
While countries like **India** lead the way, with 73% of people exercising regularly, many others, including **Turkey**, **Ecuador**, and **Serbia**, report far lower levels of activity, with fewer than 30% staying active. **Côte d'Ivoire** has stood out as the country with the lowest levels of activity, with only 21% of people saying they exercise on a regular basis.

Positive momentum is evident elsewhere: China has risen from 51% to 68%, France from 44% to 56%, and Greece from 31% to 43%. These gains stem from post-pandemic health awareness, government investments in fitness infrastructure, the rise of digital fitness platforms, evolving workplace policies, and wider cultural shifts towards wellbeing.

Cultural shifts, such as urbanisation and a growing emphasis on well-being, have further supported this positive momentum.

Conversely, declines have been recorded in places like **Brazil**, where frequent exercise fell from 36% to 27%, and **Indonesia**, where it dropped from 40% to 25%. These reversals highlight the need for renewed efforts and sustained initiatives to encourage active lifestyles in these regions.

Gender and socioeconomic: Inequality persists
Despite global progress, inequalities remain entrenched.

A gender gap is clear: 45% of men report regular exercise compared to 40% of women, a difference that widens to nine percentage points amongst those under 35, but for people aged over 35, it narrows to just three. Education is another critical factor: only 32% of people with little or no formal education exercise frequently, compared to 58% amongst those with a master's or PhD.

Working towards equality in sports
Although the WVS reveals varying progress in achieving equality in sports – particularly gender equality – there are signs of change. Women's sports are receiving greater attention, sponsorship, and media coverage than ever before. In motorsports, for example, F1 Academy – a female-only series – now live broadcasts every race alongside Formula 1, compared to just one race in its inaugural season (1). The growth has gained major sponsors, including Charlotte Tilbury, TAG Heuer, and Mogan Stanley, to name a few (2),

Similarly, the Women's EURO 2025 was the best-attended championship to date, with 29 out of 31 matches sold out and over 160 nationalities represented amongst ticket holders. Attendance had already surpassed 623,000 before the final, overtaking the 2022 Women's EURO total record of 574,875 (3). Meanwhile, the Women's Rugby World Cup saw 4.6 million viewers tune in for a single match between England's Red Roses and the American Eagles – exceeding the total reach of 3.7 million for the 2021 tournament. As the BBC's Director of Sport Alex Kay-Jelski put it: "It's been a historic summer for women's sport."

These developments show that while equality in sports and access to exercise remain uneven, momentum is building. There are opportunities that can be undertaken, such as, more inclusive policies, investment in infrastructure. And the continued elevation of women's sport will be key to ensuring everyone, regardless of gender, background, or geography, has the chance to participate in the years ahead.

(1) https://www.autosport.com/F1-Academy/news/feeling-the-effects-the-impact-of-f1-academy/10704601/
(2) https://www.f1academy.com/About/Global-Partners
(3) https://www.uefa.com/womenseuro/news/029b-1e522ecda3bd-ccdd22a6bb3c-1000--milestones-met-history-made-record-breaking-women-s-euro-rea/#
(4) https://www.bbc.co.uk/sport/rugby-union/articles/cm2vg8205rgo

Who is WIN?

The Worldwide Independent Network of Market Research (WIN) is a leading global network of independent market research and polling firms, with members operating across every continent. Each member is amongst the most prominent and respected agencies in their country, bringing deep local insight to a truly international collaboration.

WIN's strength lies in five core areas: thought-leadership, flexibility, innovation, local expertise, and trust. Together, the network delivers tailored global and local solutions with deep cultural understanding, powered by cutting-edge methodologies and a commitment to excellence.

Known for conducting complex, multi-country studies to the highest industry standards, WIN combines strategic consultancy with cultural depth. Its collective expertise spans global challenges such as developing world issues, media and advertising, retail trends, economic

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Methodology

Survey design

Centrally designed for global consistency, the WVS is locally implemented by each WIN member to ensure an accurate reflection of national perspectives. Each year, the survey is carefully reviewed and refined to ensure the questions reflect the most relevant global topics. In 2018, when the survey first started, themes such as health and gender equality were included; since then, the survey has evolved to incorporate issues like artificial intelligence and vaccines.

Sampling and data collection

The WVS in 2025 captures the perspectives and beliefs of 35,515 individuals across 40 countries, thanks to the worldwide network of WIN members.

Sampling a global audience

Most countries in the survey include 1,000 adult respondents, sampled to represent national populations.

To accommodate differences in population structures, data access, literacy, and digital reach, WIN uses mixed-mode sampling – combining online, telephone, and face-to-face methods as appropriate. Adaptive designs and robust weighting ensure representativeness and reliability, while sampling limitations are fully disclosed to secure representative and trustworthy data.

Tailored data collection

Data collection methods vary across markets and are determined by local experts, considering local realities while ensuring international comparability.

Mode effects are also carefully managed. As different data collection modes may produce varying response patterns, WIN prioritises harmonising fieldwork approaches whenever possible, further enhancing cross-national comparability and minimising methodological distortions.

Interpreting cross-national data

As with any global survey, cross-national data requires cultural context to be interpreted meaningfully; without it, findings risk misrepresenting populations or reflecting cultural bias. WIN's multinational analytical teams bring diverse perspectives to the analysis, ensuring findings reflect true societal realities – not just statistically comparable. The findings aim to both reveal international patterns and elevate the voices of individual societies.

Addressing challenges of a centralised global survey

Central to WIN's approach is the governance framework that supports the integrity of global surveys: clear protocols, ongoing training, shared best practices, and a culture of transparency and continuous learning across the network.

Conducting a global survey requires a careful balance between standardisation and cultural sensitivity. Concepts like trust, satisfaction, or social class vary across linguistic, cultural, and normative contexts – making direct translation ineffective. WIN addresses this through conceptual translation, expert local input at every stage, shared glossaries, and cross-cultural validation to ensure instruments are both culturally grounded and globally comparable.

Response biases – such as acquiescence or extreme avoidance – are managed through balanced question design, scale calibration, and continuous monitoring. WIN also uses calibrated tools like anchor vignettes and locally relevant examples to normalise responses while preserving context.

Maintaining methodological consistency over time is critical for trend analysis. WIN's longstanding partnerships with trusted local agencies ensure reliable fieldwork execution, legal and cultural compliance, and respondent safety – even in politically sensitive environments.

While fieldwork timing can vary globally, WIN documents contextual factors like political events to inform interpretation and prevent skewed insights. This combination of rigour, flexibility, and deep local expertise ensures high-quality, actionable insights from truly global data.

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	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	541	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	1-2 Weeks Jan 25
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	1112	NATIONAL	16-24 January 2025
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	05-20 December 2024
13	**Hong Kong**	Consumer Search Group (CSG)	Online	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 Insights	F2F	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	995	NATIONAL	13-16 December 2024
18	**Ivory Coast**	EMC	CAPI	569	NATIONAL	13-25 February 2025
19	**Japan**	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
20	**Malaysia**	Central Force International	Online	1008	NATIONAL	2-9 December 2024
21	**Mexico**	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 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	03 Dec 2024 - 02 Jan 2025
25	**Paraguay**	ICA Consultoría Estratégica	CATI	500	NATIONAL	08-31 January 2025
26	**Peru**	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 07 Feb 2025
27	**Philippines**	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
28	**Poland**	Mareco Polska	CAWI	632	NATIONAL	18-22 December 2024
29	**Republic of Korea**	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
30	**Serbia**	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
31	**Slovakia**	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
32	**Slovenia**	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 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	**The Netherlands**	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
36	**Thailand**	Infosearch Limited	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
37	**Turkey**	Barem	CATI	775	NATIONAL	24-28 January 2025
38	**United Kingdom**	ORB International	CAWI	1000	NATIONAL	19-23 December 2025
39	**USA**	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
40	**Vietnam**	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Danang urban population	18 Dec 2024 – 10 Jan 2025

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WIN locations

Argentina	Georgia	Malaysia	Slovakia
Australia	Germany	Mexico	Slovenia
Brazil	Greece	Morocco	Spain
Canada	Hong Kong	Netherlands	Sweden
Chile	India	Norway	Thailand
China	Indonesia	Pakistan	Turkey
Colombia	Iran	Palestine	United Kingdom
Denmark	Ireland	Paraguay	USA
Estonia	Italy	Philippines	Vietnam
Ecuador	Ivory Coast	Poland	
Finland	Japan	Republic of Korea	
France	Latvia	Perú	