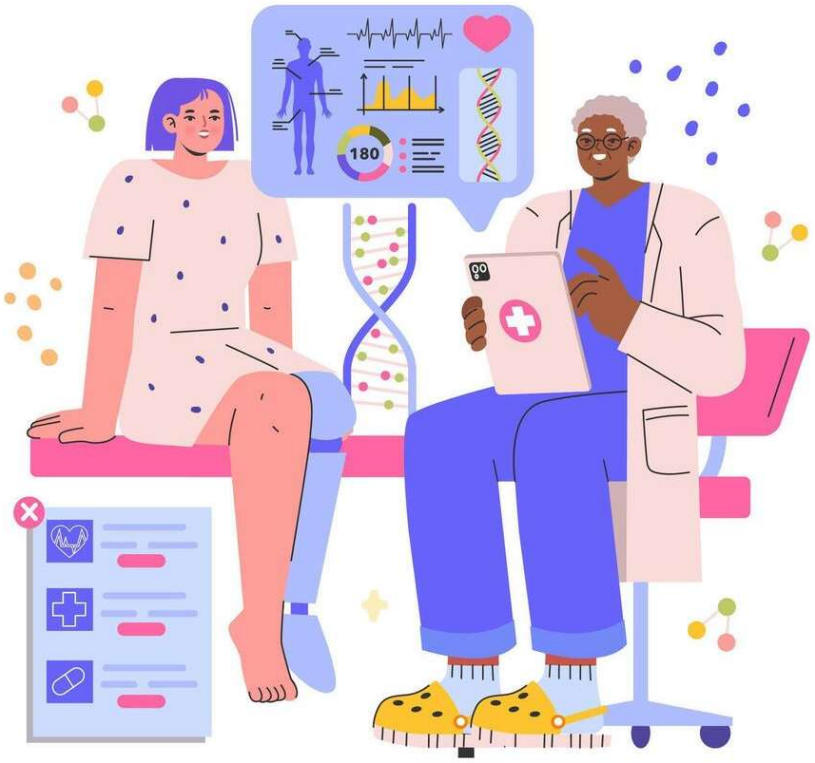
World Immunization Week

Worldviews Survey 2025

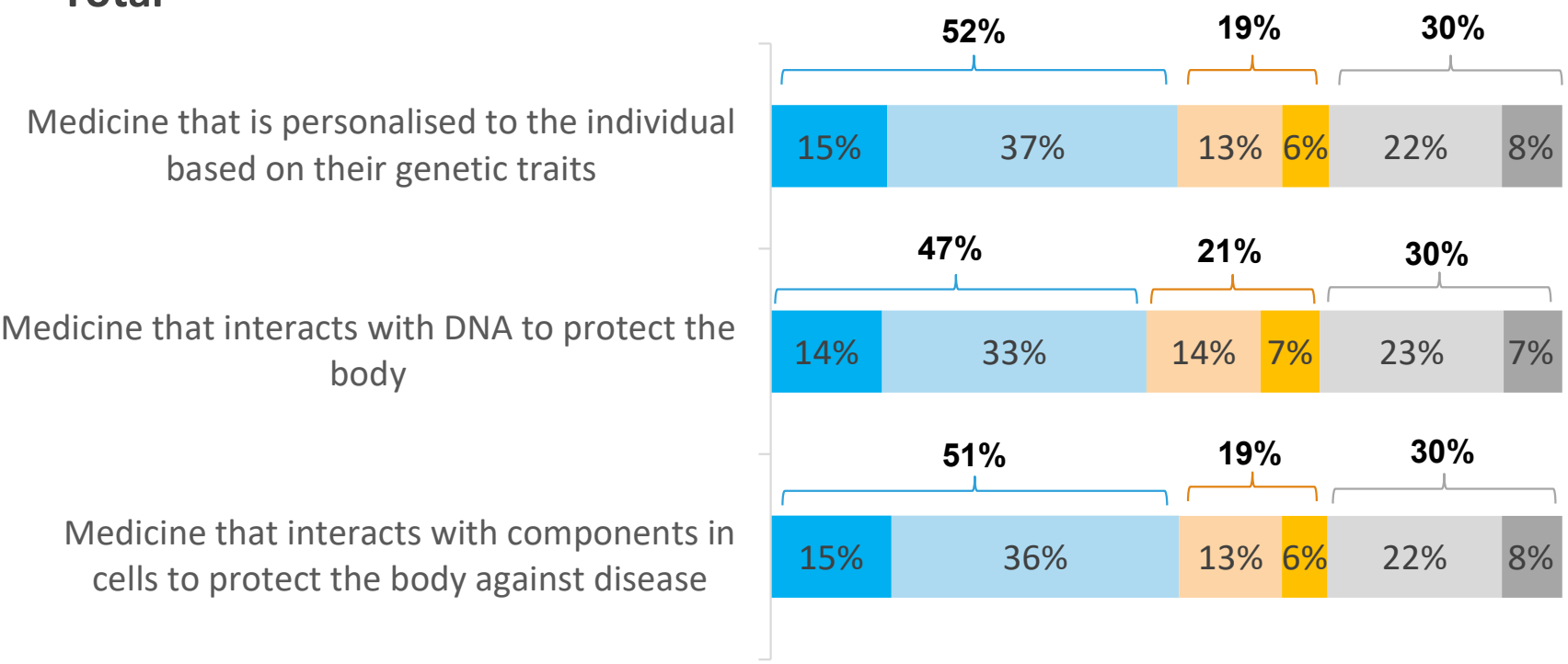


"DIFFERENT TYPES OF INNOVATIVE MEDICINE: PERSONALIZED BASED ON GENETIC TRAITS, INTERACTING WITH DNA, OR WITH CELLULAR COMPONENTS TO PROTECT THE BODY"

Different types of innovative medicine

% within total population

Total



Very comfortable	Comfortable	Uncomfortable	Very uncomfortable	I do not know enough/ am unsure how I feel	Don't know/Prefer not to say

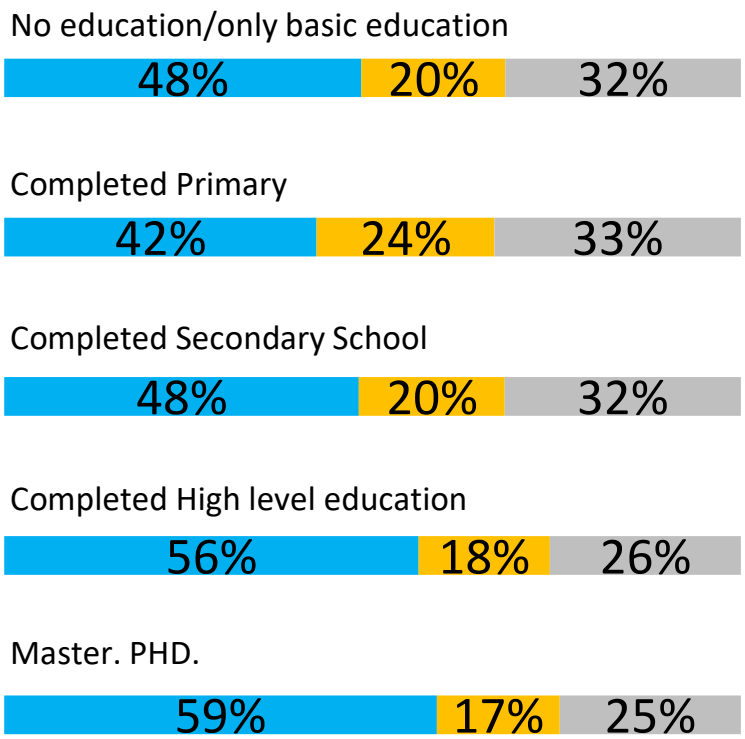
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Q18_01 / Q18_02 / Q18_03 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits / Medicine that interacts with DNA to protect the body / Medicine that interacts with components in cells to protect the body against disease

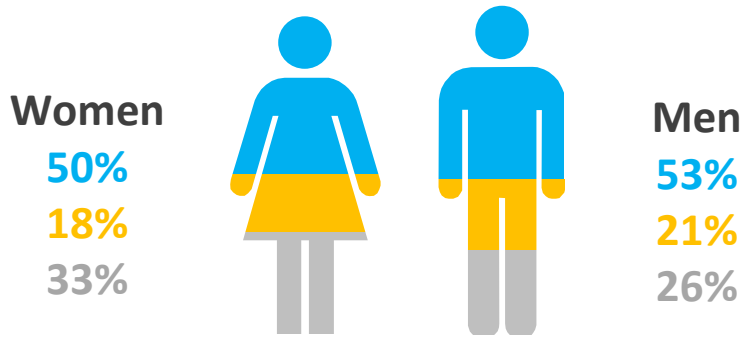
Medicine that is personalised to the individual based on their genetic traits

% within total population

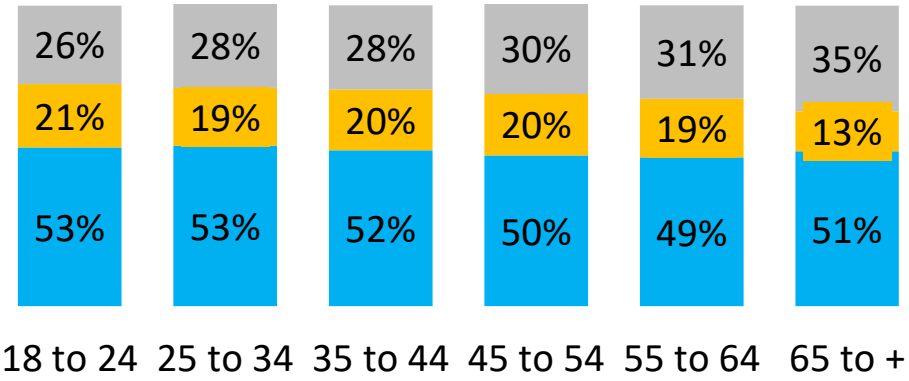
By education level



By gender



By age group



Very comfortable + Comfortable	Uncomfortable + very uncomfortable	I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

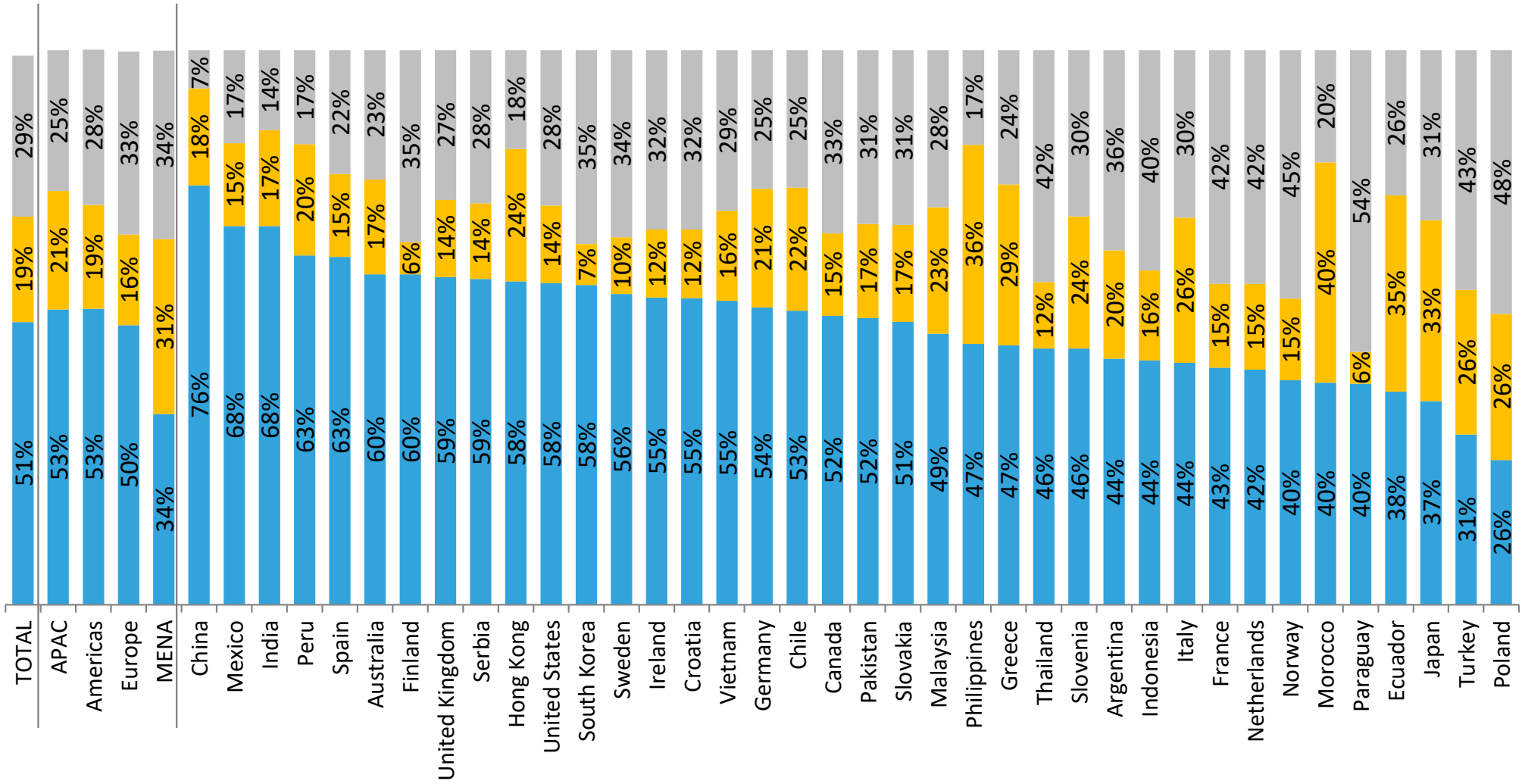
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Worldwide Independent Network Of Market Research

Q18_01 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits

Medicine that is personalised to the individual based on their genetic traits

% within total population



Very comfortable + Comfortable

Uncomfortable + very uncomfortable

I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

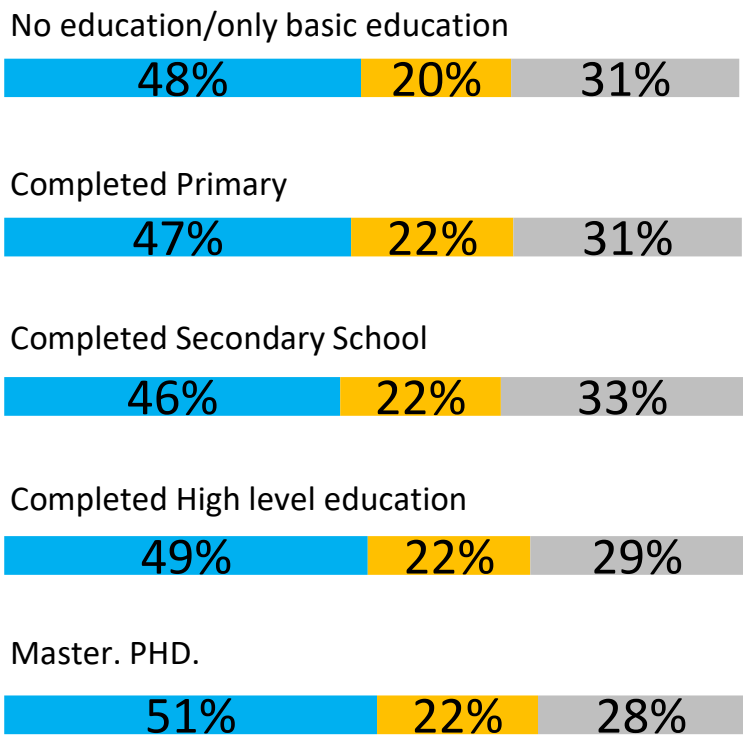
Worldwide Independent Network Of Market Research

Q18_01 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that is personalised to the individual based on their genetic traits

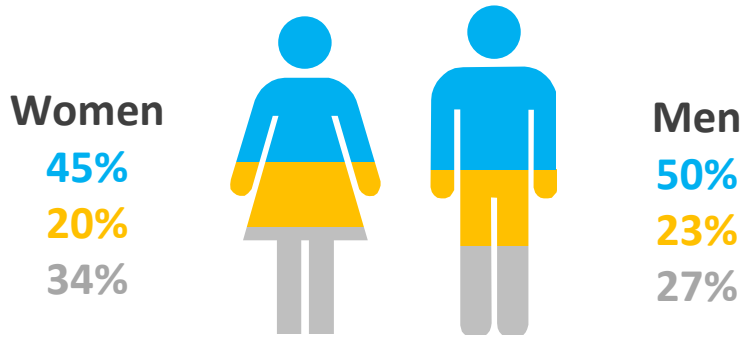
Medicine that interacts with DNA to protect the body

% within total population

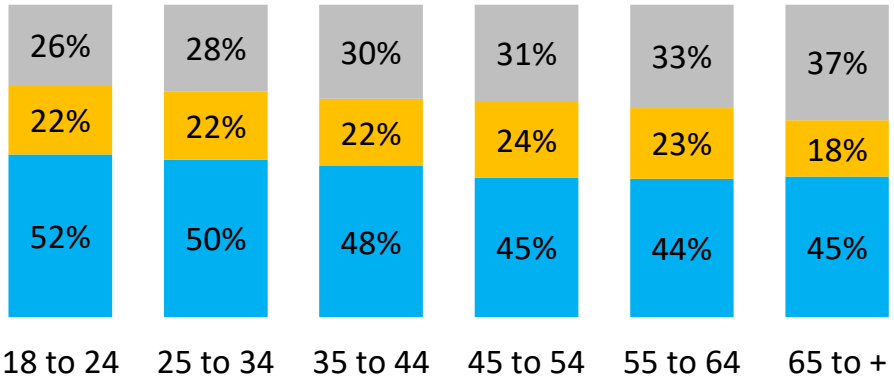
By education level



By gender



By age group



Very comfortable + Comfortable	Uncomfortable + very uncomfortable	I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

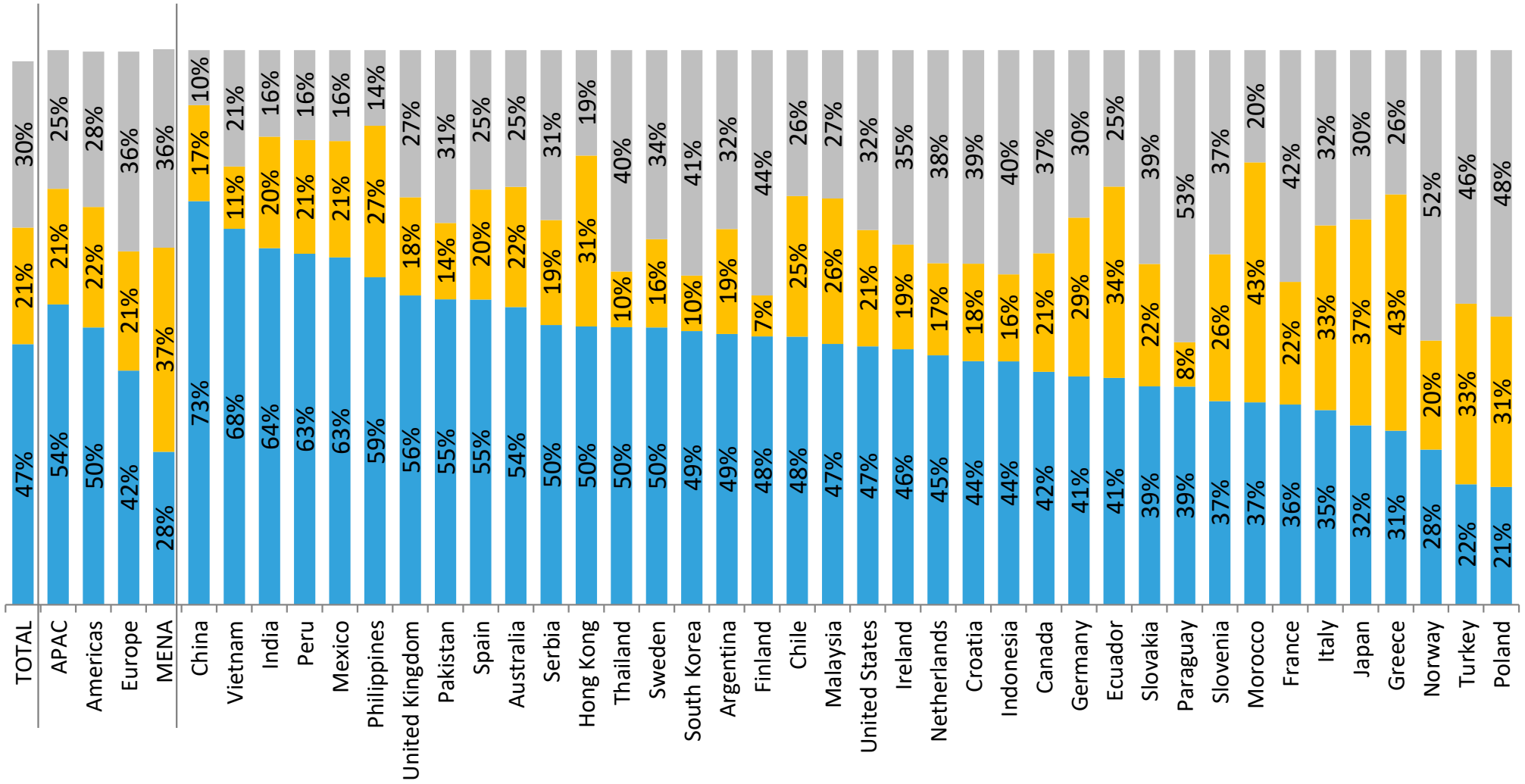
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Worldwide Independent Network Of Market Research

Q18_02 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with DNA to protect the body

Medicine that interacts with DNA to protect the body

% within total population



Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

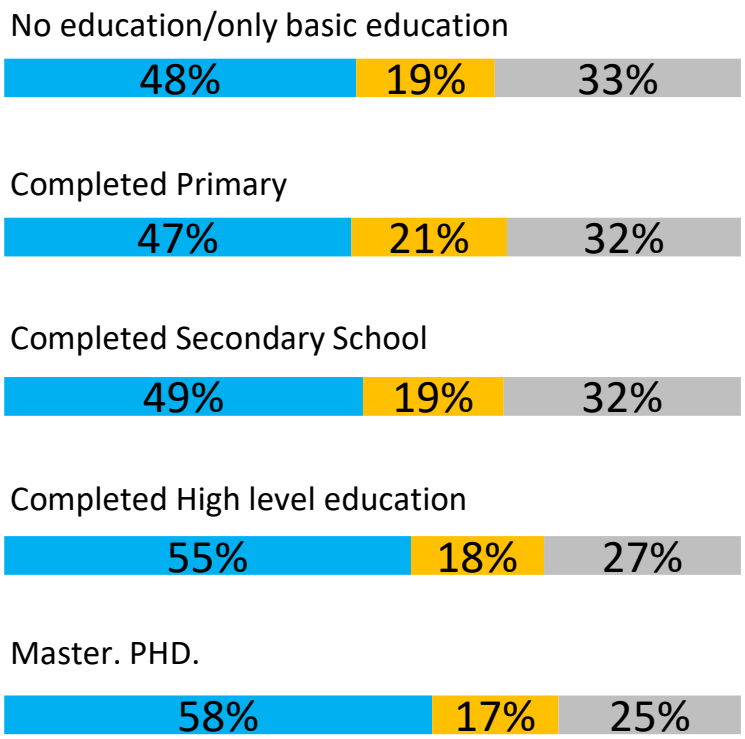
Worldwide Independent Network Of Market Research

Q18_02 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with DNA to protect the body

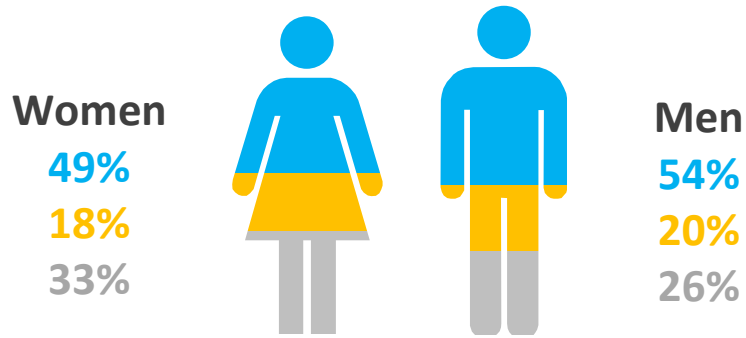
Medicine that interacts with components in cells to protect the body against disease

% within total population

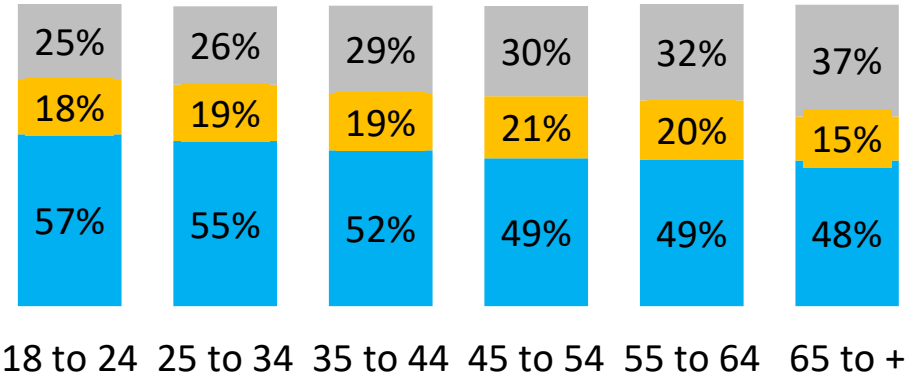
By education level



By gender



By age group



Very comfortable + Comfortable	Uncomfortable + very uncomfortable	I do not know enough/ am unsure how I feel + Don't know/Prefer not to say

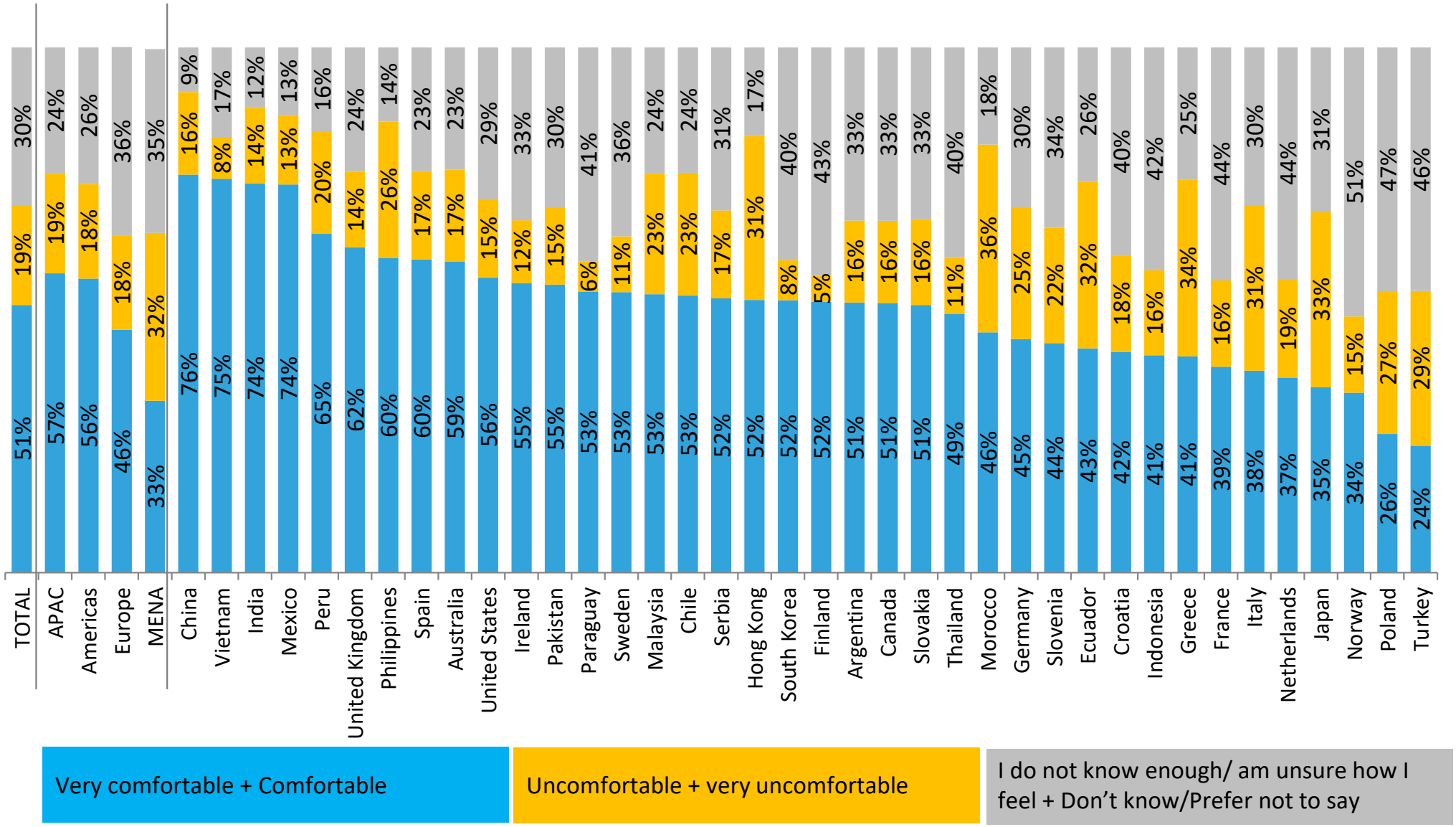
Source: WIN 2025. Base: 33913.

Worldwide Independent Network Of Market Research

Q18_03 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with components in cells to protect the body against disease

Medicine that interacts with components in cells to protect the body against disease

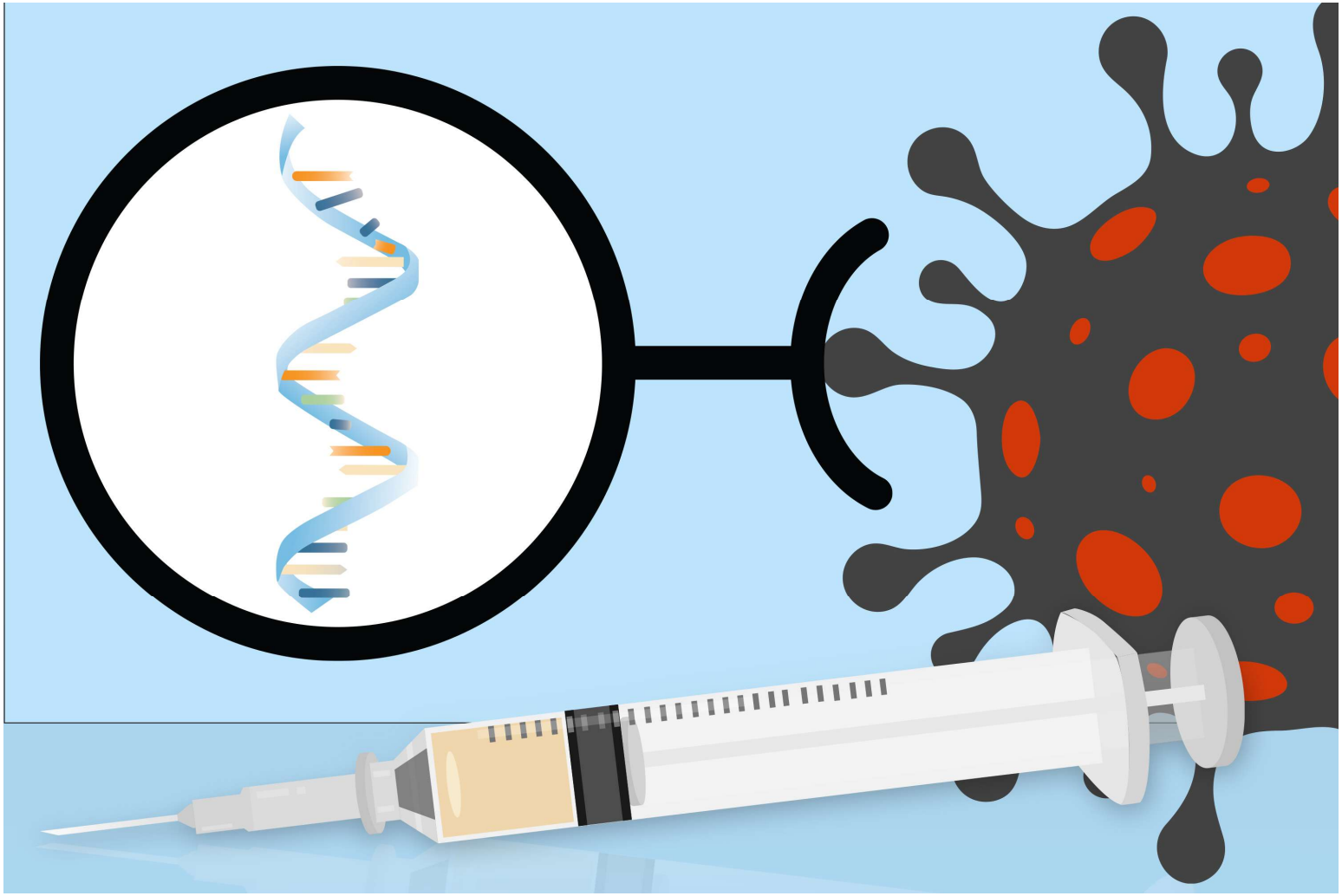
% within total population



Source: WIN 2025. Base: 33913.

Worldwide Independent Network Of Market Research

Q18_03 - For each of the following, please indicate if this is something you are comfortable with, uncomfortable with, or something you know too little about to be sure how you feel- Medicine that interacts with components in cells to protect the body against disease



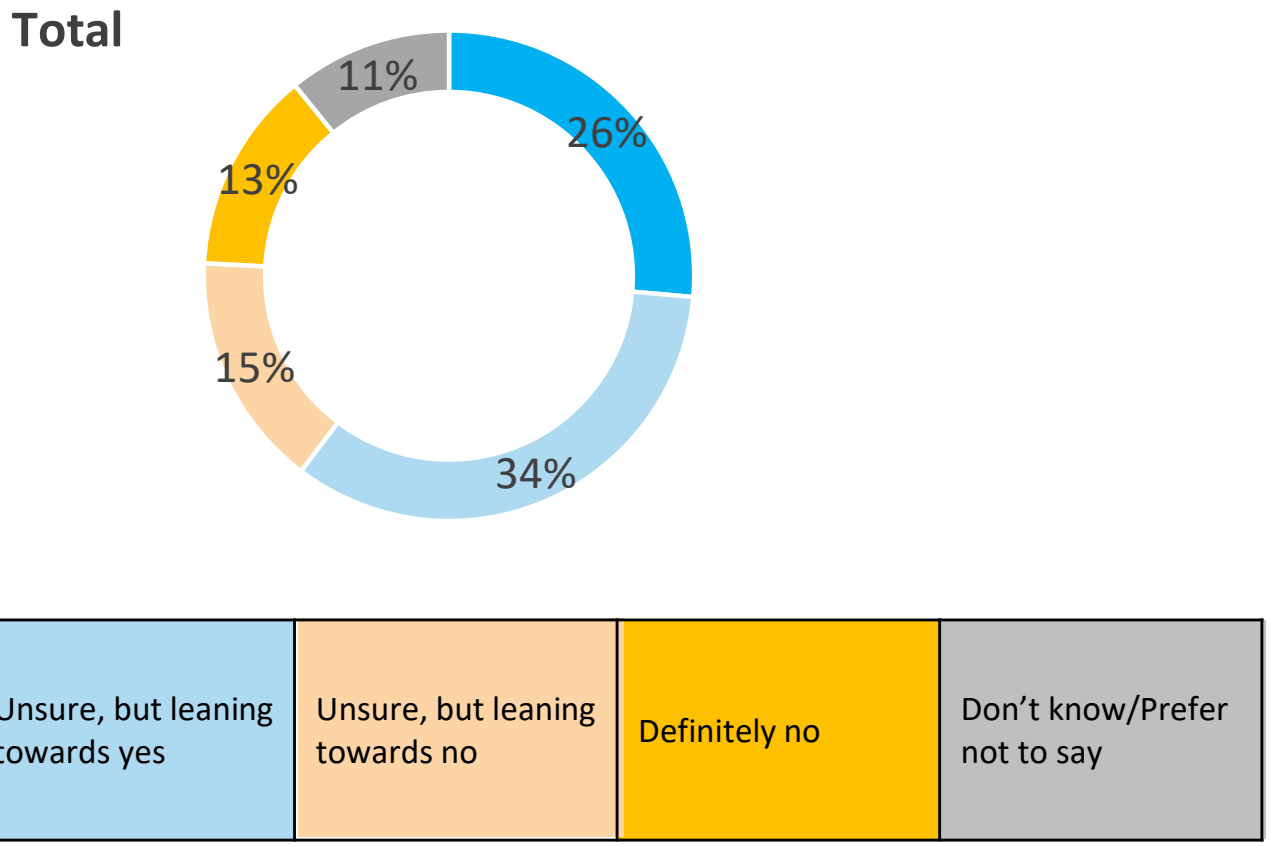
mRNA vaccine

mRNA vaccine

% within total population

DEFINITION

mRNA is a type of genetic information that everyone has. When used in medicine or vaccines, mRNA delivers instructions to our genes (DNA) to make specific proteins that enable our body to recognise and fight off viruses if it encounters them in the future.



Source: WIN 2025. Base: 33913.

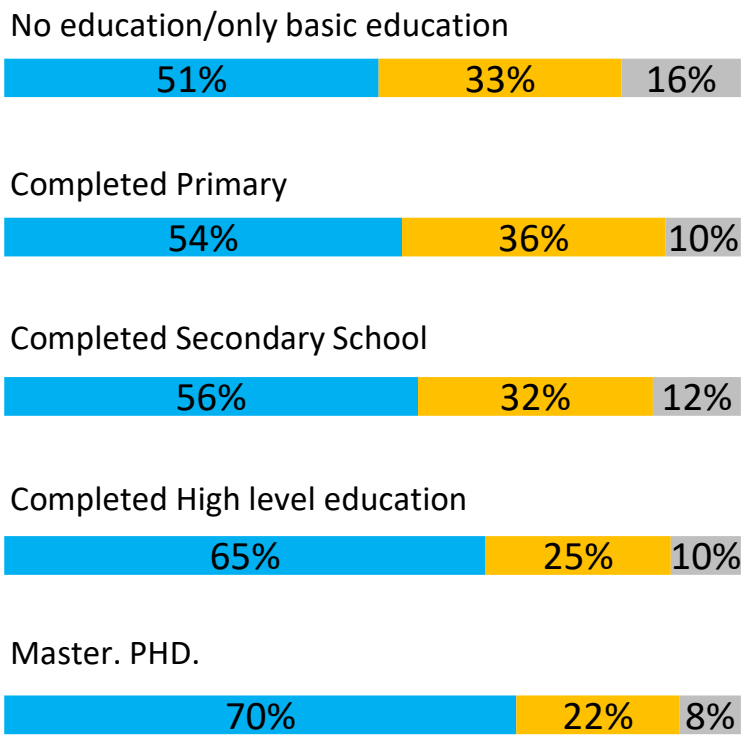
Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - mRNA vaccine

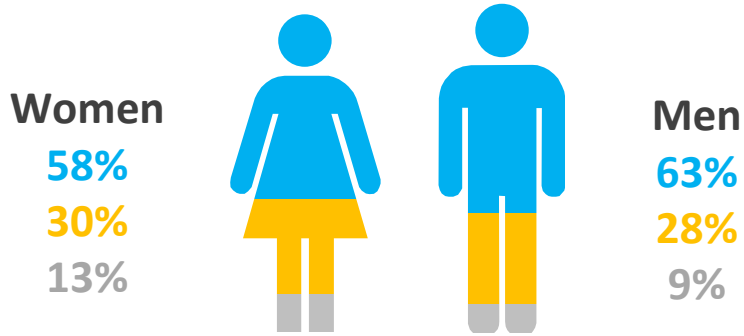
mRNA vaccine

% within total population

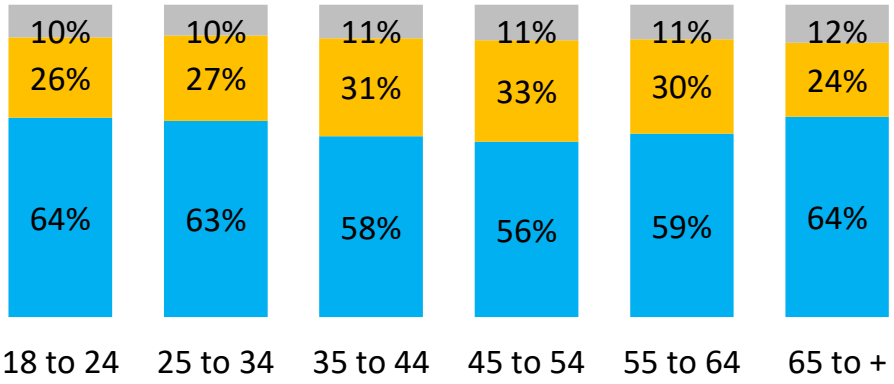
By education level



By gender



By age group



Definitely yes + unsure, but leaning towards yes	Unsure, but leaning towards no + Definitely no	Don't know/Prefer not to say

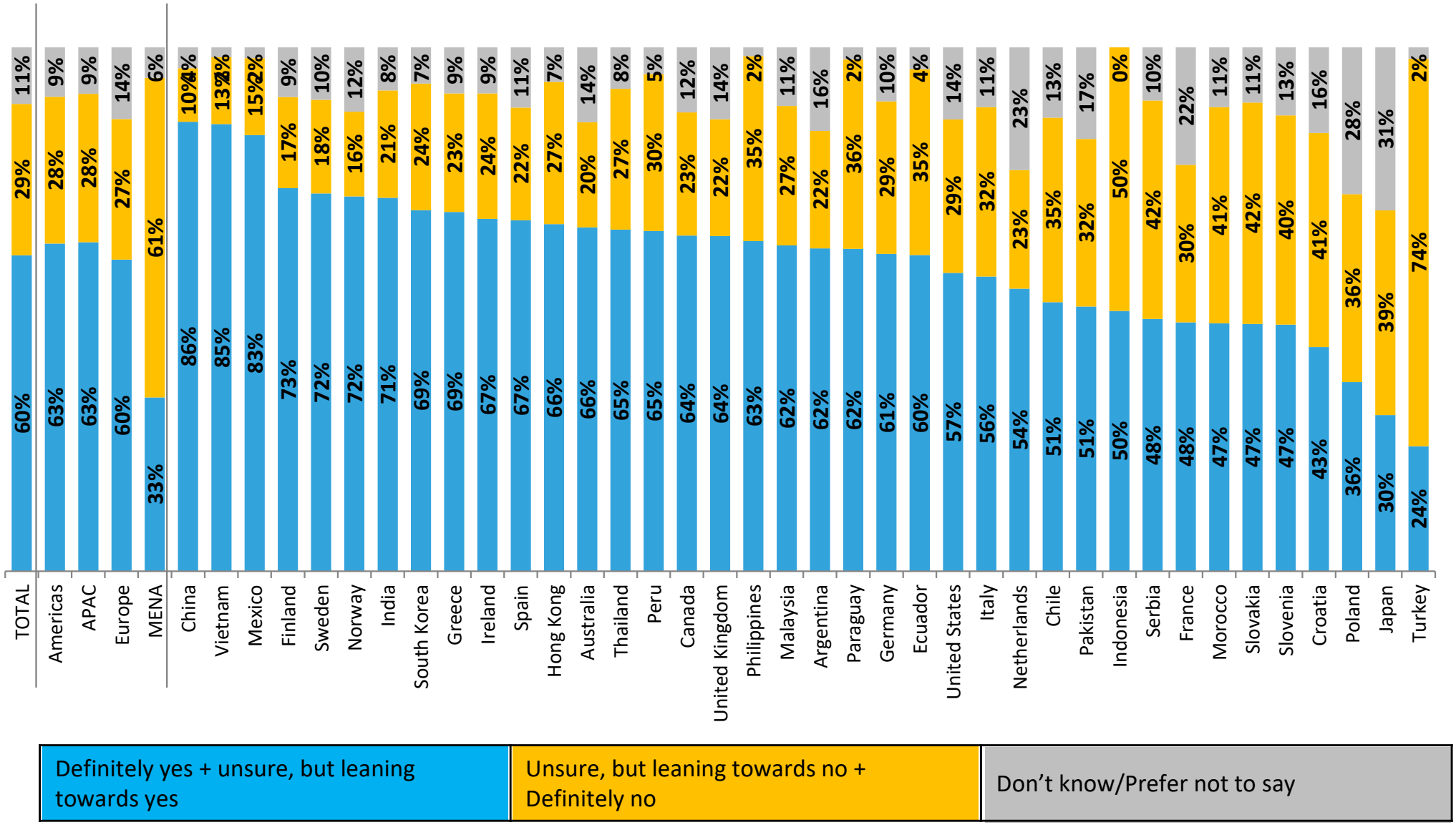
Source: WIN 2025. Base: 33913.

Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - mRNA vaccine

mRNA vaccine

% within total population



Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

Source: WIN 2025. Base: 33913.

Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - mRNA vaccine

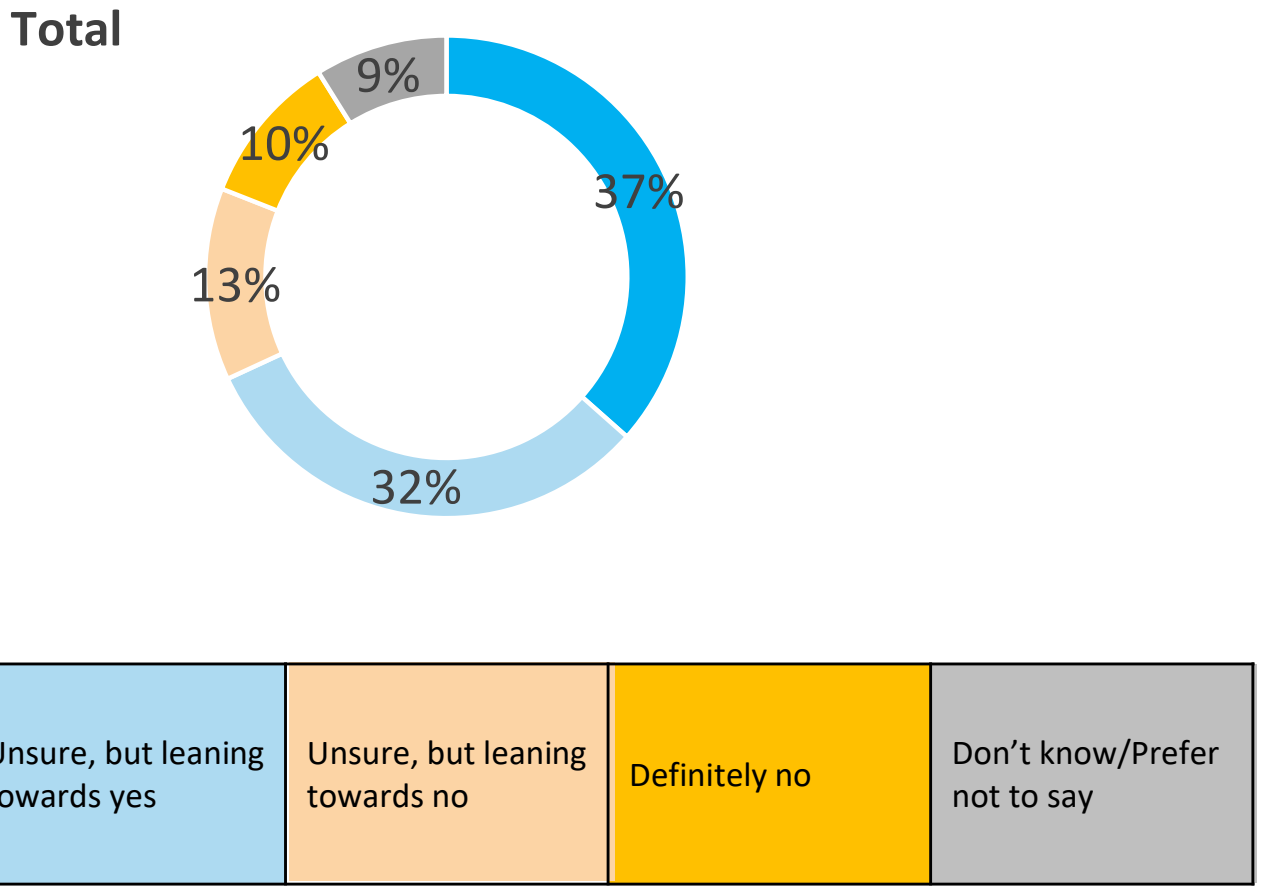
Traditional vaccine

Traditional vaccine

% within total population

DEFINITION

Traditional vaccines use an inactive or weakened virus to build immunity.



Source: WIN 2025. Base: 33913.

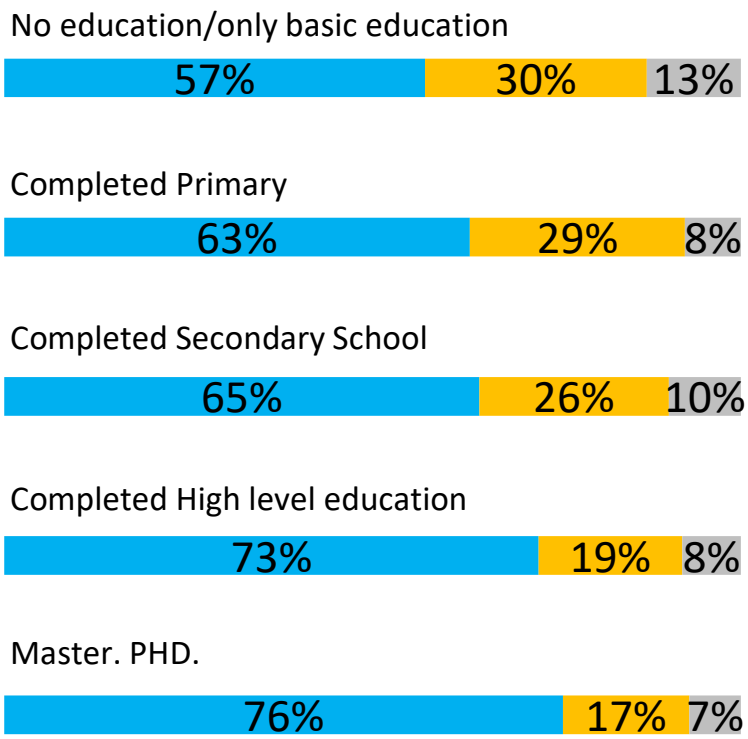
Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - Traditional vaccine

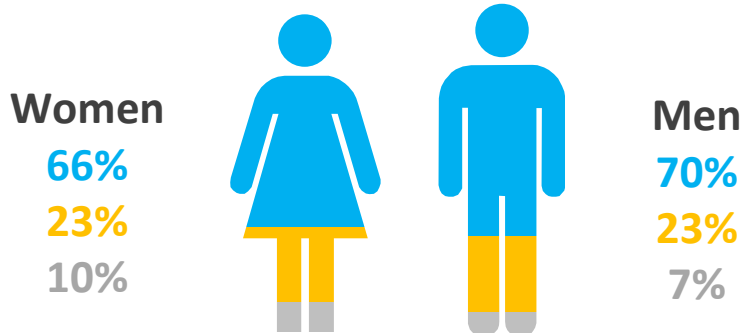
Traditional vaccine

% within total population

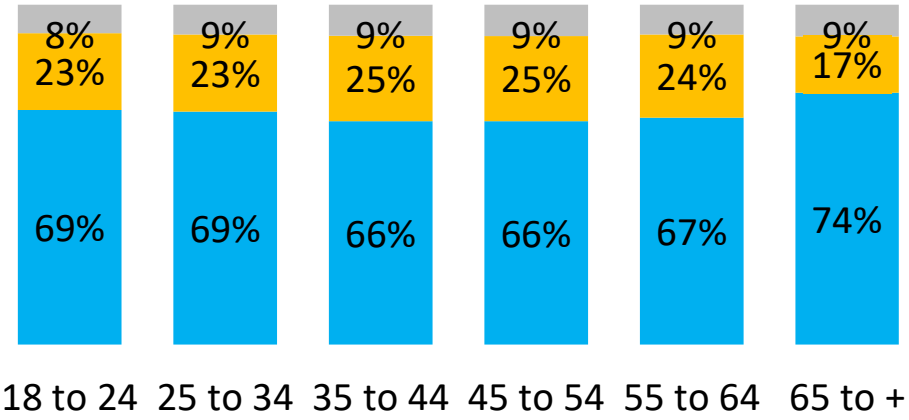
By education level



By gender



By age group



Definitely yes + unsure, but leaning towards yes

Unsure, but leaning towards no + Definitely no

Don't know/Prefer not to say

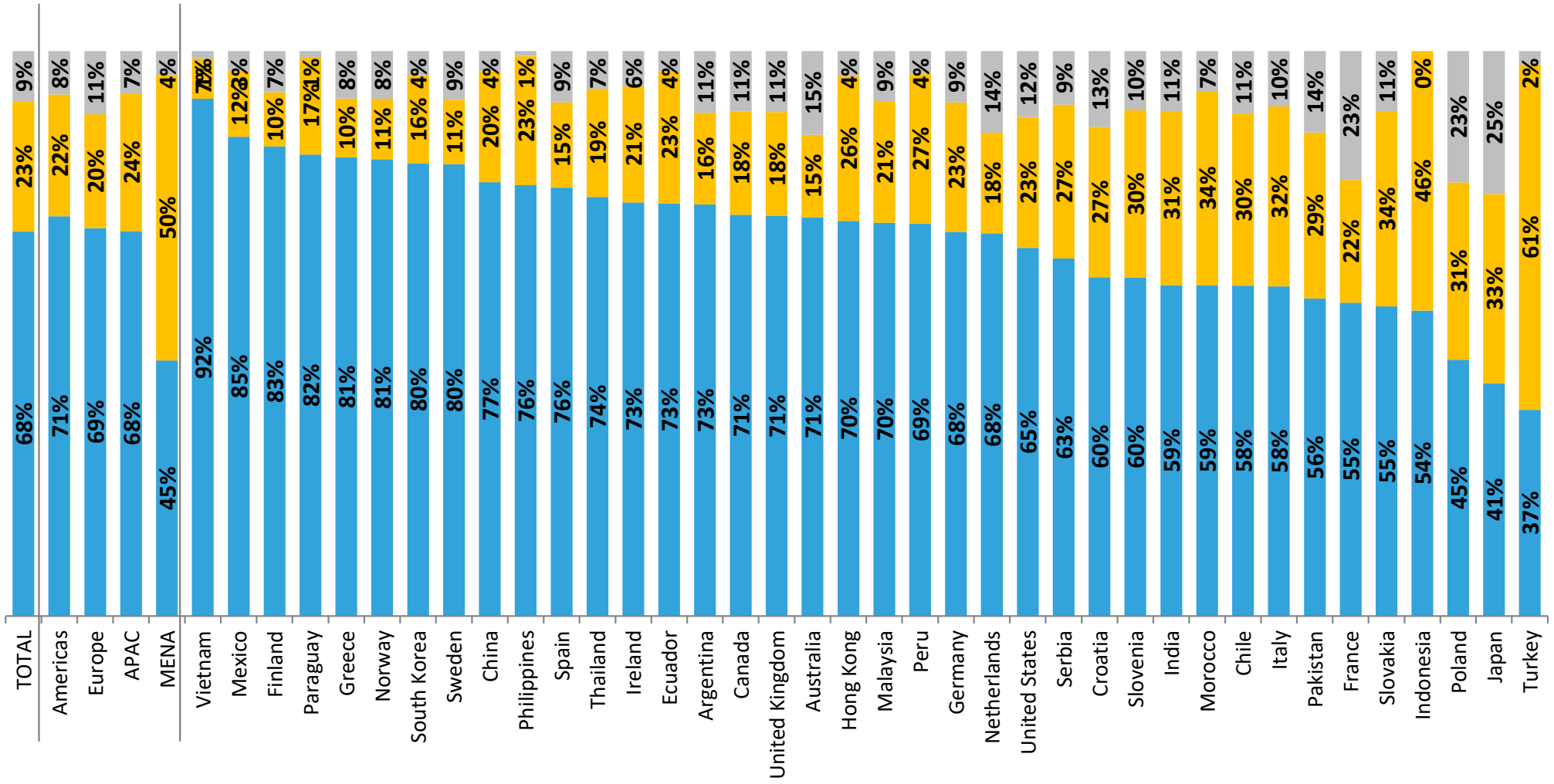
Source: WIN 2025. Base: 33913. Note: The total percentage may not always add up to 100 due to rounding and/or multiple response questions.

Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - Traditional vaccine

Traditional vaccine

% within total population



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Source: WIN 2025. Base: 33913.

Worldwide Independent Network Of Market Research

Q19_01 - If a new mRNA or traditional vaccine is approved, would you take it to protect yourself from a disease? - Traditional vaccine

METHODOLOGY

Total of 33.913 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

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METHODOLOGY

Total of 33.913 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

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