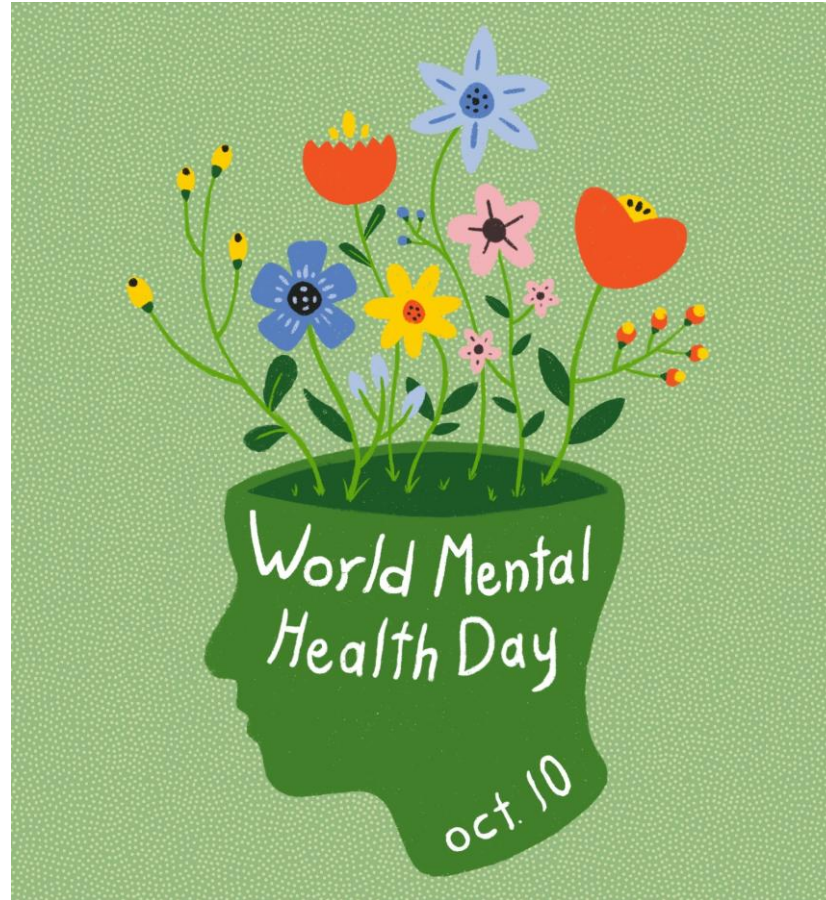


October 10th - World Mental Health Day



Suffer from stress

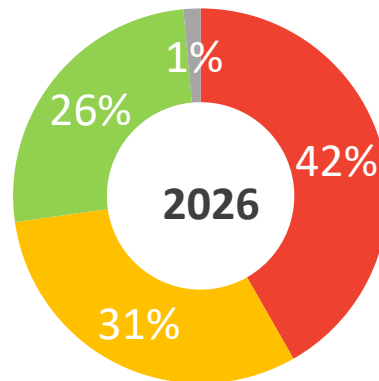


How often would you say that you suffer from stress?

% within total population

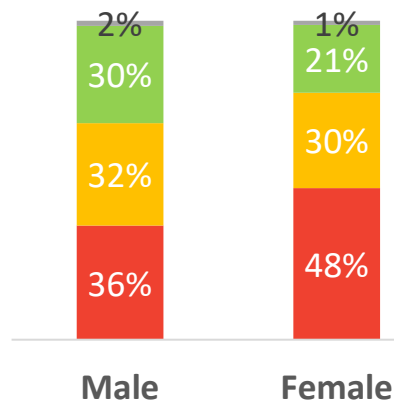
Global Average

2025		32%	31%	36%	1%
2021		33%	32%	35%	1%
2020		31%	33%	36%	1%
2019		30%	34%	35%	1%
2018		30%	33%	36%	1%

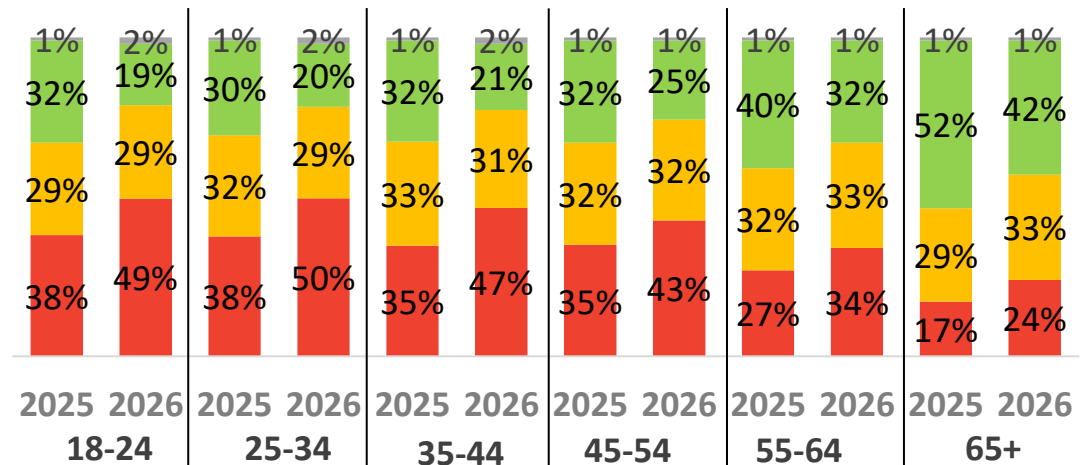


- A lot/ very often + Moderately/ fairly often
- A little/sometimes
- Very little/ occasionally + Never
- Do not know / no response

By gender



By age group



Source: WIN 2026. Base: 45000 cases

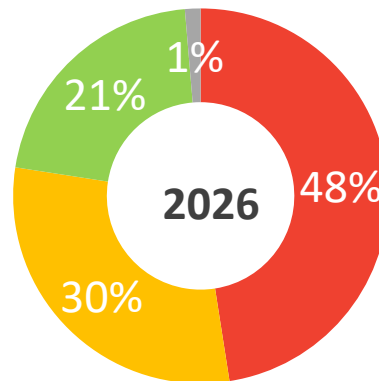
Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress?

% within female population

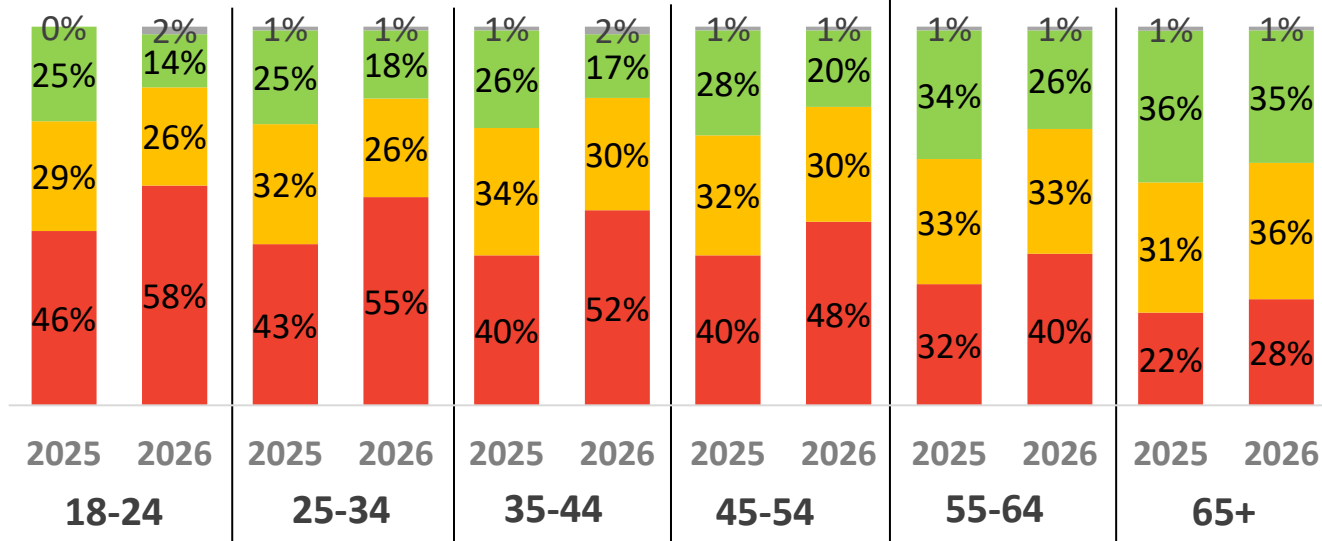
Global Average

2025		38%	32%	29%	1%
2021		38%	32%	29%	1%
2020		35%	33%	30%	1%
2019		34%	34%	30%	1%
2018		34%	34%	32%	1%



- A lot/ very often + Moderately/ fairly often
- A little/sometimes
- Very little/ occasionally + Never
- Do not know / no response

By age group



Source: WIN 2026. Female base: 22873 cases

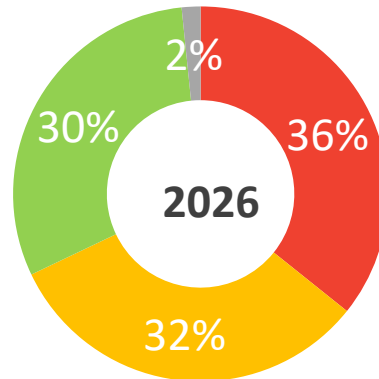
Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress?

% within male population

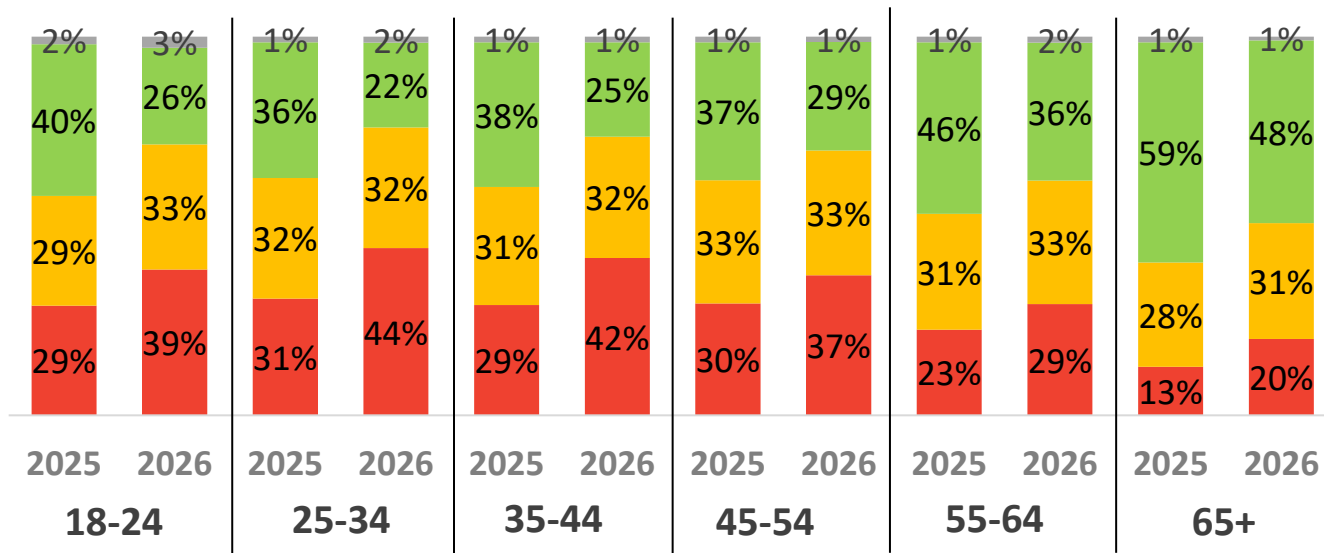
Global Average

2025		27%	31%	42%	1%
2021		28%	31%	40%	1%
2020		26%	32%	40%	1%
2019		27%	33%	38%	1%
2018		27%	32%	39%	2%



- A lot/ very often + Moderately/ fairly often
- A little/sometimes
- Very little/ occasionally + Never
- Do not know / no response

By age group



Source: WIN 2026. Male base: 22116 cases

Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress? % within total population

- A lot/ Very often/ Moderately/ Fairly often
- A little/ sometimes
- Very Little/ Occasionally/ Never
- Don't know / no response



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



How often would you say that you suffer from stress?

% within female population

■ A lot/ Very often/ Moderately/ Fairly often

■ A little/ sometimes

■ Very Little/ Occasionally/ Never

■ Don't know / no response



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



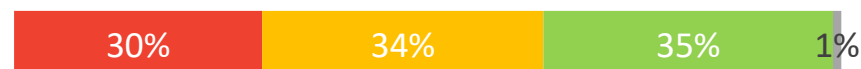
Student



Housewife



Retired/Disabled



How often would you say that you suffer from stress?

% within male population

■ A lot/ Very often/ Moderately/ Fairly often

■ A little/ sometimes

■ Very Little/ Occasionally/ Never

■ Don't know / no response



By education level

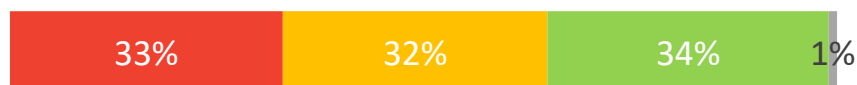
No education / Only basic education



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



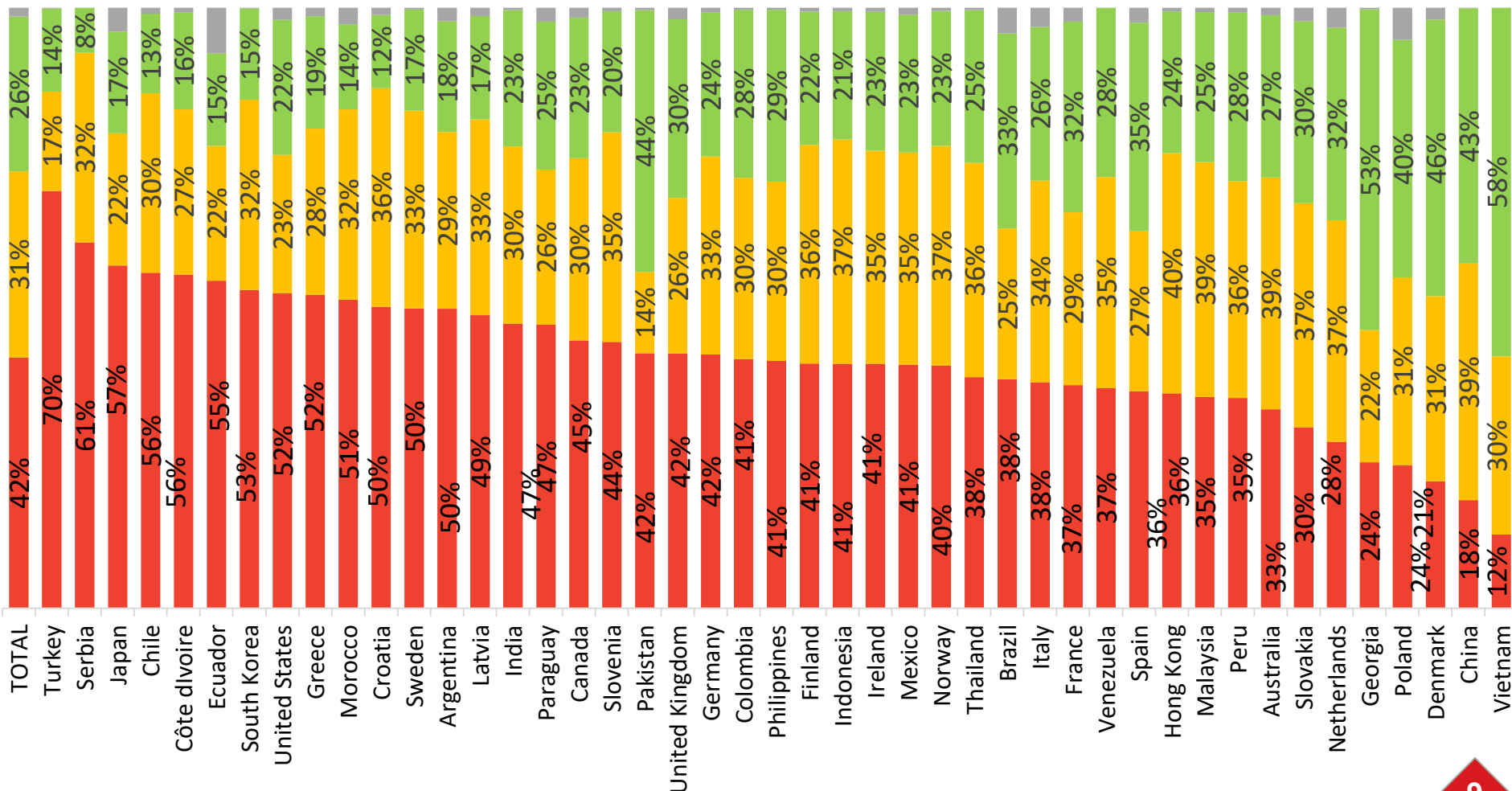
Retired/Disabled



How often would you say that you suffer from stress?

% within total population

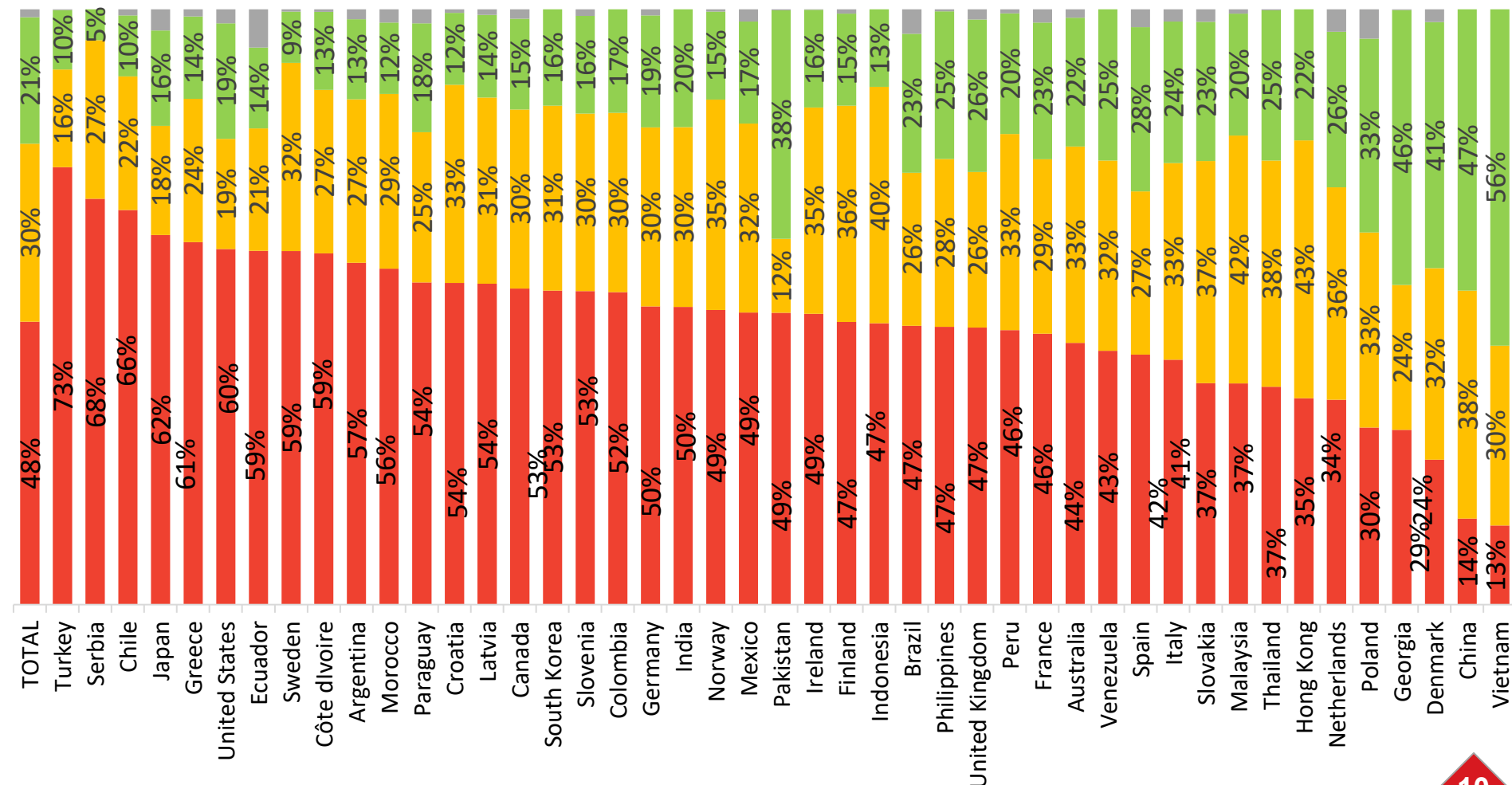
- A lot/ Very often/ Moderately/ Fairly often
- A little/ sometimes
- Very Little/ Occasionally/ Never
- Don't know / no response



How often would you say that you suffer from stress?

% within female population

- A lot/ Very often/ Moderately/ Fairly often
- A little/ sometimes
- Very Little/ Occasionally/ Never
- Don't know / no response



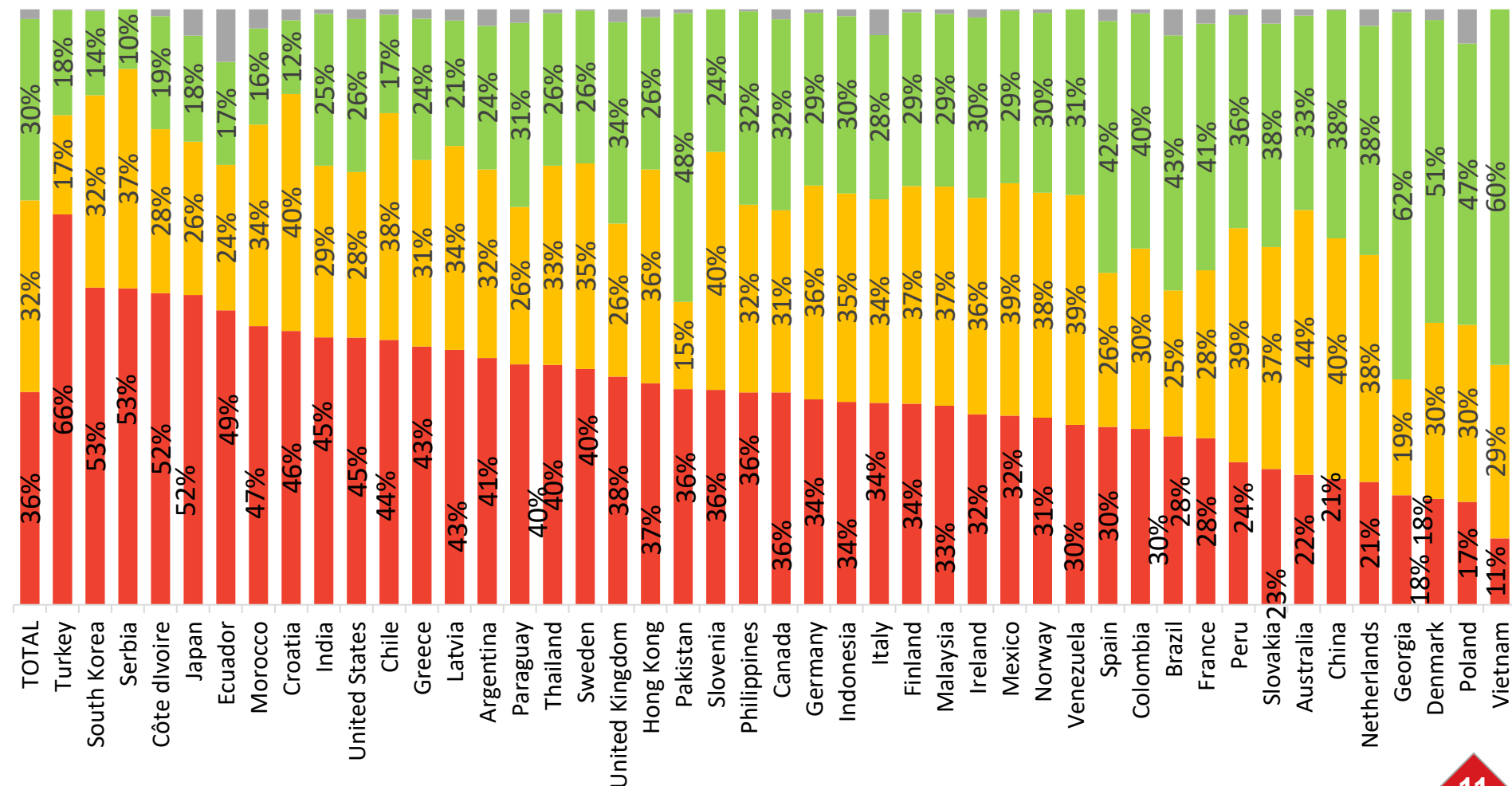
Source: WIN 2026. Female base: 22873 cases

Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress?

% within male population

- A lot/ Very often/ Moderately/ Fairly often
- A little/ sometimes
- Very Little/ Occasionally/ Never
- Don't know / no response

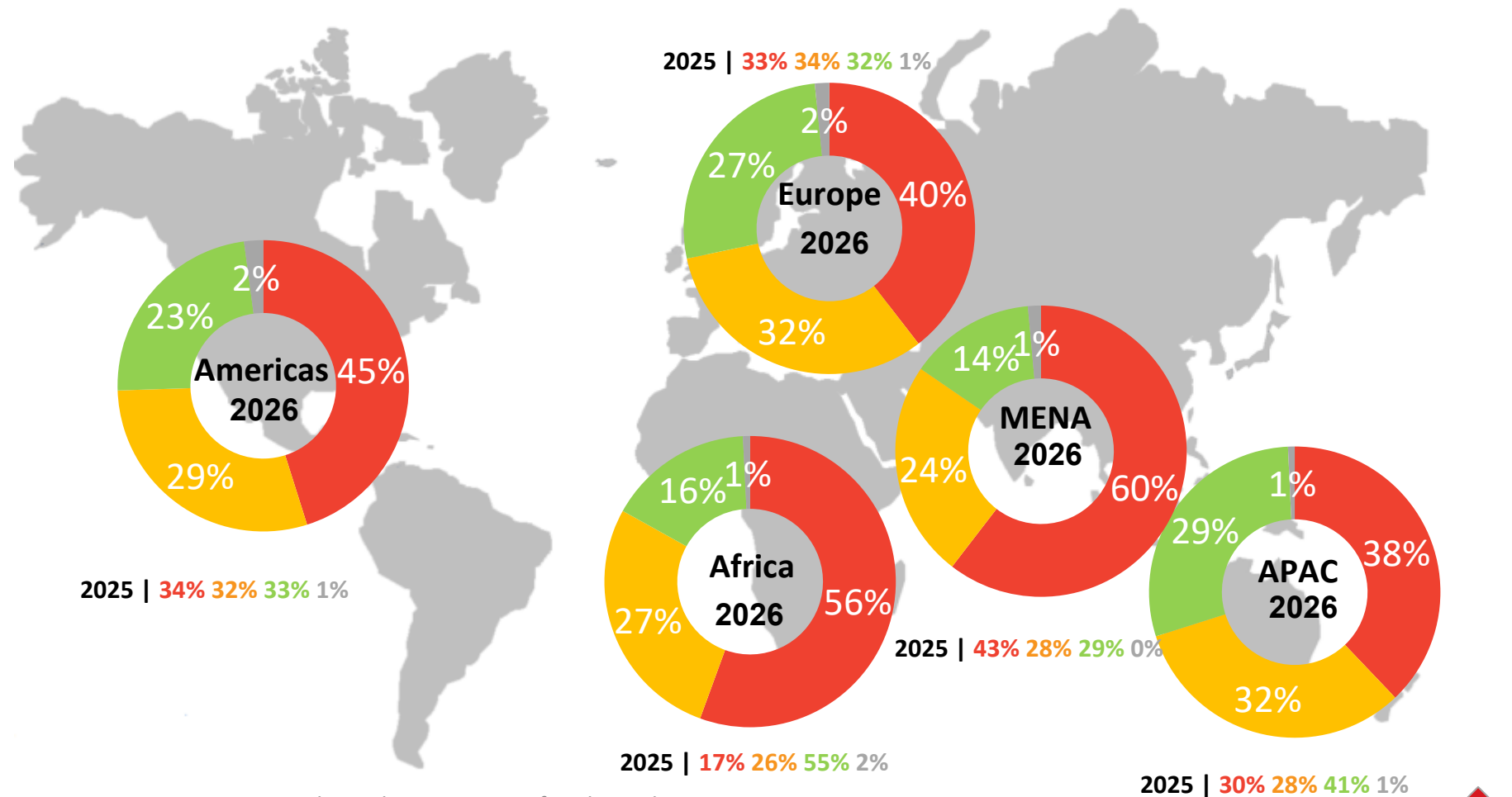


Source: WIN 2026. Male base: 22116 cases

Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress? % within total population

- A lot/ Very often/ Moderately/ Fairly often
- A little/ sometimes
- Very Little/ Occasionally/ Never
- Don't know / no response



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

Source: WIN 2026. Base: 45000 cases

Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress?

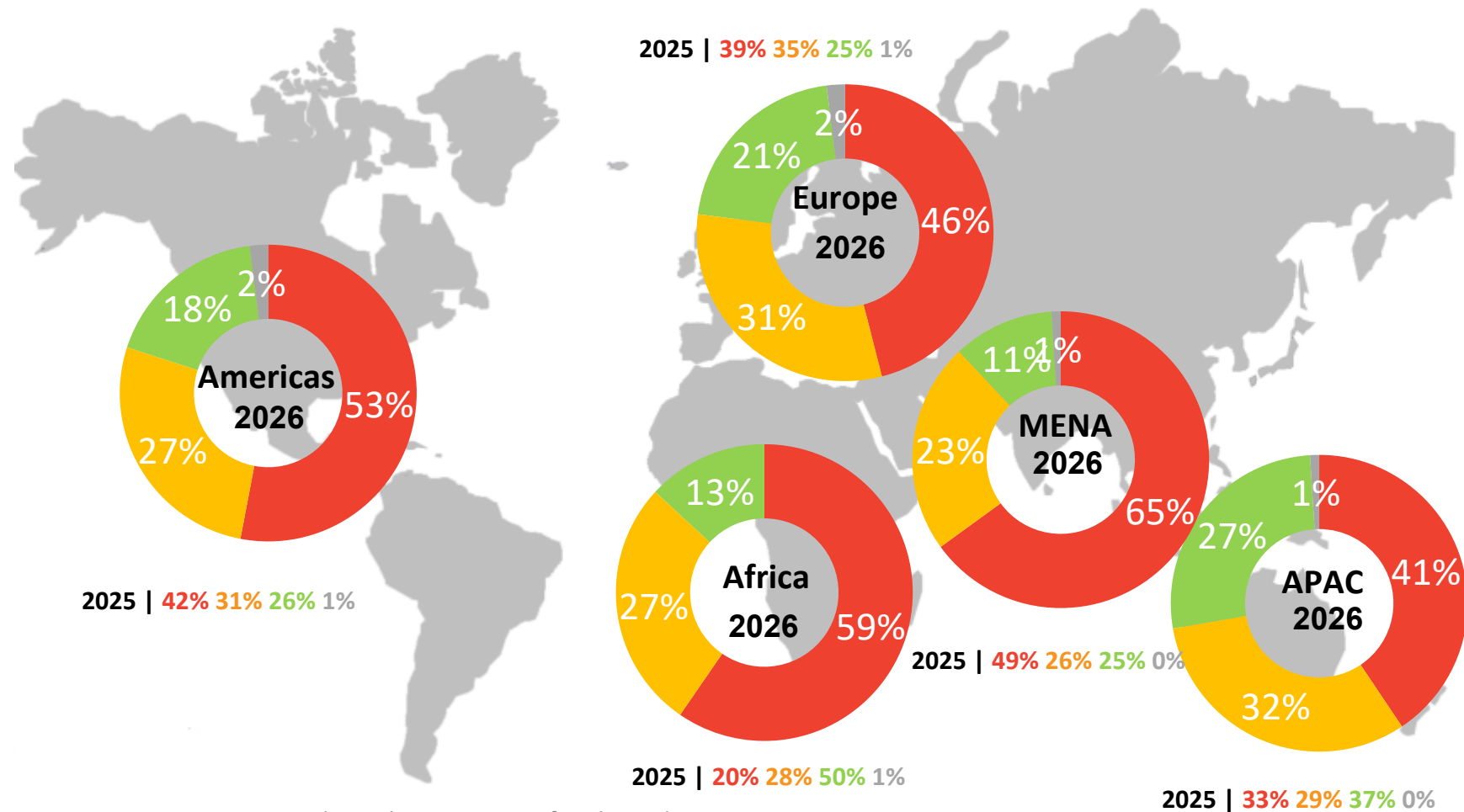
% within female population

■ A lot/ Very often/ Moderately/ Fairly often

■ A little/ sometimes

■ Very Little/ Occasionally/ Never

■ Don't know / no response



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

Source: WIN 2026. Female base: 22873 cases

Q18 - How often would you say that you suffer from stress?

How often would you say that you suffer from stress?

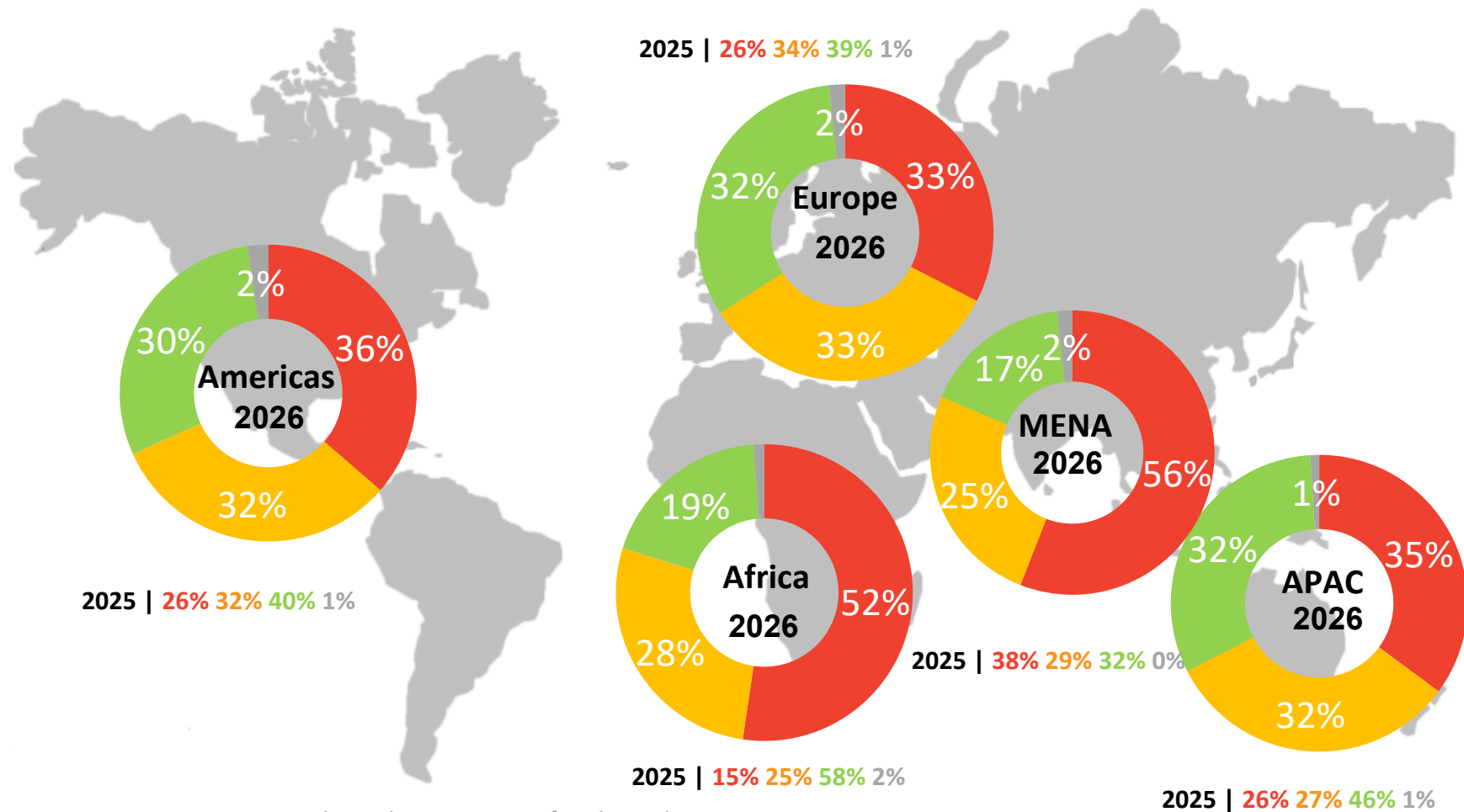
% within male population

■ A lot/ Very often/ Moderately/ Fairly often

■ A little/ sometimes

■ Very Little/ Occasionally/ Never

■ Don't know / no response



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

Source: WIN 2026. Male base: 22116 cases

Q18 - How often would you say that you suffer from stress?

		A lot/ very often + Moderately/ fairly often	A little/ sometimes	Very little/ occasionally + Never	Do not know / no response
Argentina	2025	33%	34%	32%	1%
	2026	50%	29%	18%	2%
Australia	2025	35%	34%	30%	1%
	2026	33%	39%	27%	1%
Brazil	2025	31%	22%	44%	3%
	2026	38%	25%	33%	4%
Canada	2025	40%	32%	27%	1%
	2026	45%	30%	23%	2%
Côte d'Ivoire	2025	17%	26%	55%	2%
	2026	56%	27%	16%	1%
Chile	2025	37%	38%	24%	1%
	2026	56%	30%	13%	1%
China	2025	18%	30%	51%	0%
	2026	18%	39%	43%	0%
Colombia	2025	No data			
	2026	41%	30%	28%	0%
Germany	2025	35%	37%	28%	0%
	2026	42%	33%	24%	1%
Denmark	2025	No data			
	2026	21%	31%	46%	2%
Ecuador	2025	24%	39%	37%	
	2026	55%	22%	15%	8%
Spain	2025	23%	28%	47%	2%
	2026	36%	27%	35%	2%
Finland	2025	33%	32%	34%	0%
	2026	41%	36%	22%	1%
France	2025	30%	31%	37%	2%
	2026	37%	29%	32%	2%
United Kingdom	2025	35%	27%	37%	2%
	2026	42%	26%	30%	2%

		A lot/ very often + Moderately/ fairly often	A little/ sometimes	Very little/ occasionally + Never	Do not know / no response
Georgia	2025	No data			
	2026	24%	22%	53%	0%
Greece	2025	46%	27%	26%	0%
	2026	52%	28%	19%	1%
Hong Kong	2025	31%	37%	32%	0%
	2026	36%	40%	24%	1%
Croatia	2025	37%	34%	28%	1%
	2026	50%	36%	12%	1%
Ireland	2025	37%	34%	28%	1%
	2026	41%	35%	23%	1%
India	2025	29%	30%	40%	1%
	2026	47%	30%	23%	0%
Italy	2025	38%	37%	24%	1%
	2026	38%	34%	26%	3%
Japan	2025	44%	21%	32%	3%
	2026	57%	22%	17%	4%
South Korea	2025	39%	38%	23%	
	2026	53%	32%	15%	0%
Latvia	2025	No data			
	2026	49%	33%	17%	1%
Morocco	2025	48%	27%	24%	0%
	2026	51%	32%	14%	3%
Mexico	2025	30%	35%	34%	1%
	2026	41%	35%	23%	1%
Malaysia	2025	30%	35%	34%	1%
	2026	35%	39%	25%	1%

		A lot/ very often + Moderately/ fairly often	A little/ sometimes	Very little/ occasionally + Never	Do not know / no response
Netherlands	2025	23%	45%	32%	1%
	2026	28%	37%	32%	3%
Norway	2025	32%	43%	25%	
	2026	40%	37%	23%	0%
Peru	2025	28%	36%	35%	1%
	2026	35%	36%	28%	1%
Philippines	2025	43%	31%	26%	0%
	2026	41%	30%	29%	0%
Pakistan	2025	43%	11%	45%	1%
	2026	42%	14%	44%	0%
Poland	2025	29%	22%	43%	6%
	2026	24%	31%	40%	5%
Paraguay	2025	41%	20%	38%	0%
	2026	47%	26%	25%	2%
Serbia	2025	47%	29%	23%	1%
	2026	61%	32%	8%	
Sweden	2025	37%	38%	24%	1%
	2026	50%	33%	17%	0%
Slovenia	2025	31%	35%	33%	1%
	2026	44%	35%	20%	1%
Slovakia	2025	21%	43%	35%	1%
	2026	30%	37%	30%	2%
Thailand	2025	8%	41%	51%	
	2026	38%	36%	25%	0%
Turkey	2025	40%	28%	31%	0%
	2026	70%	17%	14%	0%
United States	2025	46%	26%	27%	1%
	2026	52%	23%	22%	2%
Venezuela	2025	No data			
	2026	37%	35%	28%	
Vietnam	2025	7%	34%	59%	0%
	2026	12%	30%	58%	

What makes you stressed?



Thinking about the last time you were really stressed, what was it that made you stressed?

% within total population

Total



2023

By gender



2023



2023

Lack of money /debts

32%

21%*

34%

22%*

29%

20%*

My job

32%

23%

29%

20%

35%

27%

My family

29%

19%

33%

22%

24%

15%

My health

28%

9%

30%

9%

26%

9%

Politics in your country

18%

No data

17%

No data

19%

No data

Lack of job/unemployment

15%

7%

15%

6%

14%

8%

The wars around the world

14%

4%

15%

4%

13%

4%

Changes in life (moving, changing job)

12%

6%

13%

7%

11%

6%

Global/ regional politics

11%

No data

10%

No data

12%

No data

Environmental disasters

9%

2%

10%

2%

9%

2%

Doom scrolling/ too much time on my...

9%

No data

9%

No data

9%

No data

Other

4%

No data

5%

No data

4%

No data

Do not know / no response

8%

8%

7%

7%

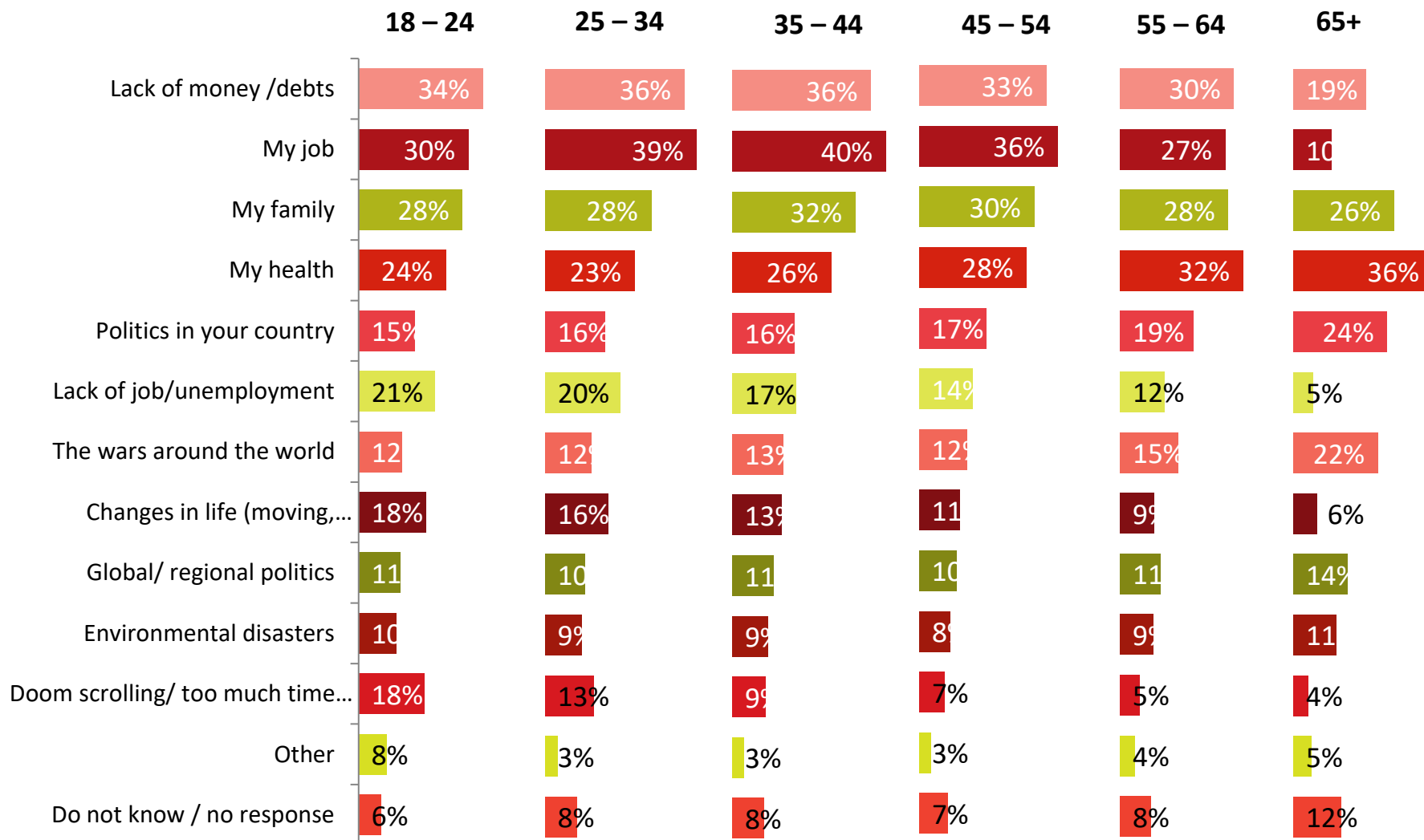
10%

10%

Thinking about the last time you were really stressed, what was it that made you stressed?

% within total population

By age group



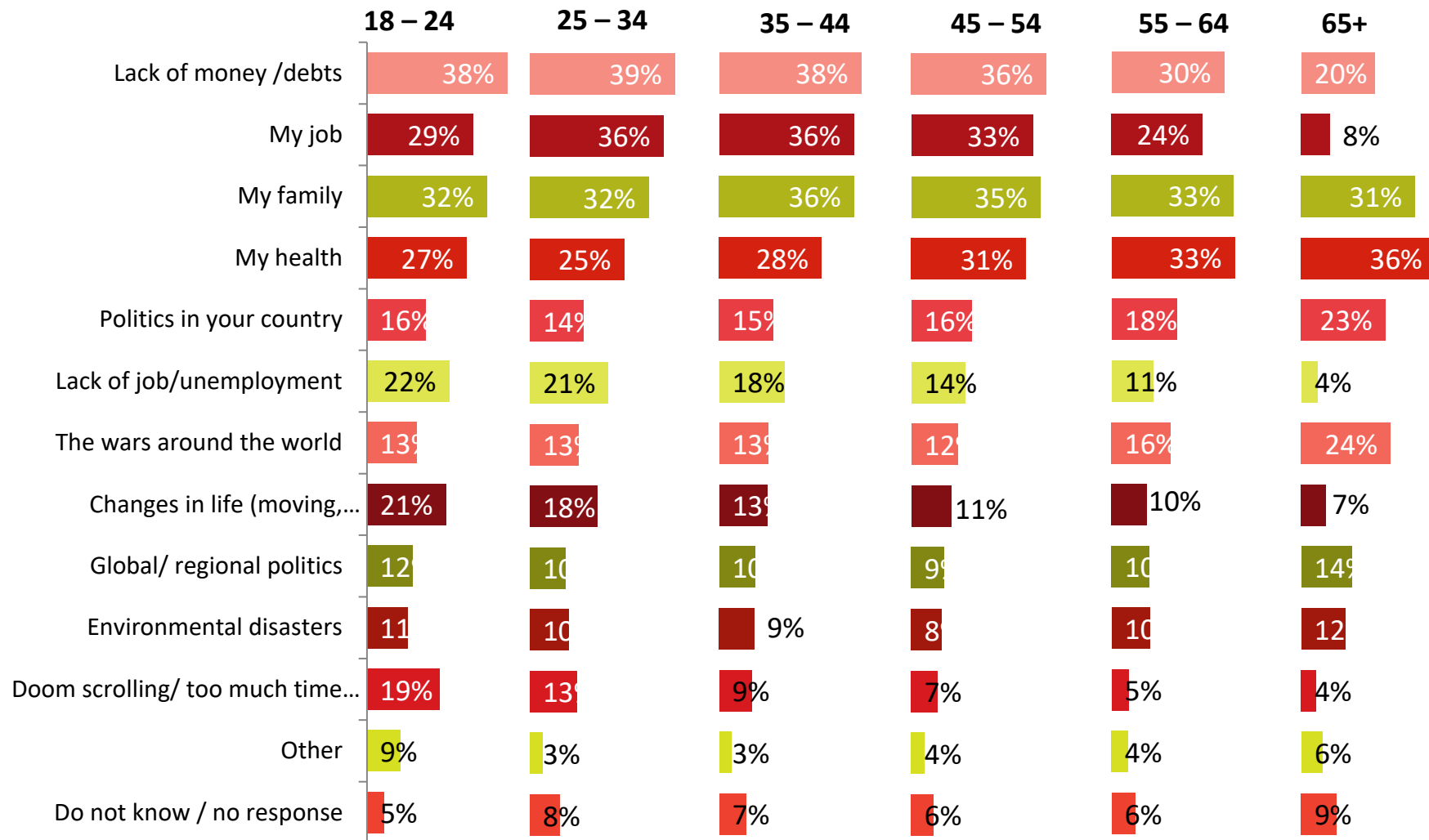
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within female population

By age group



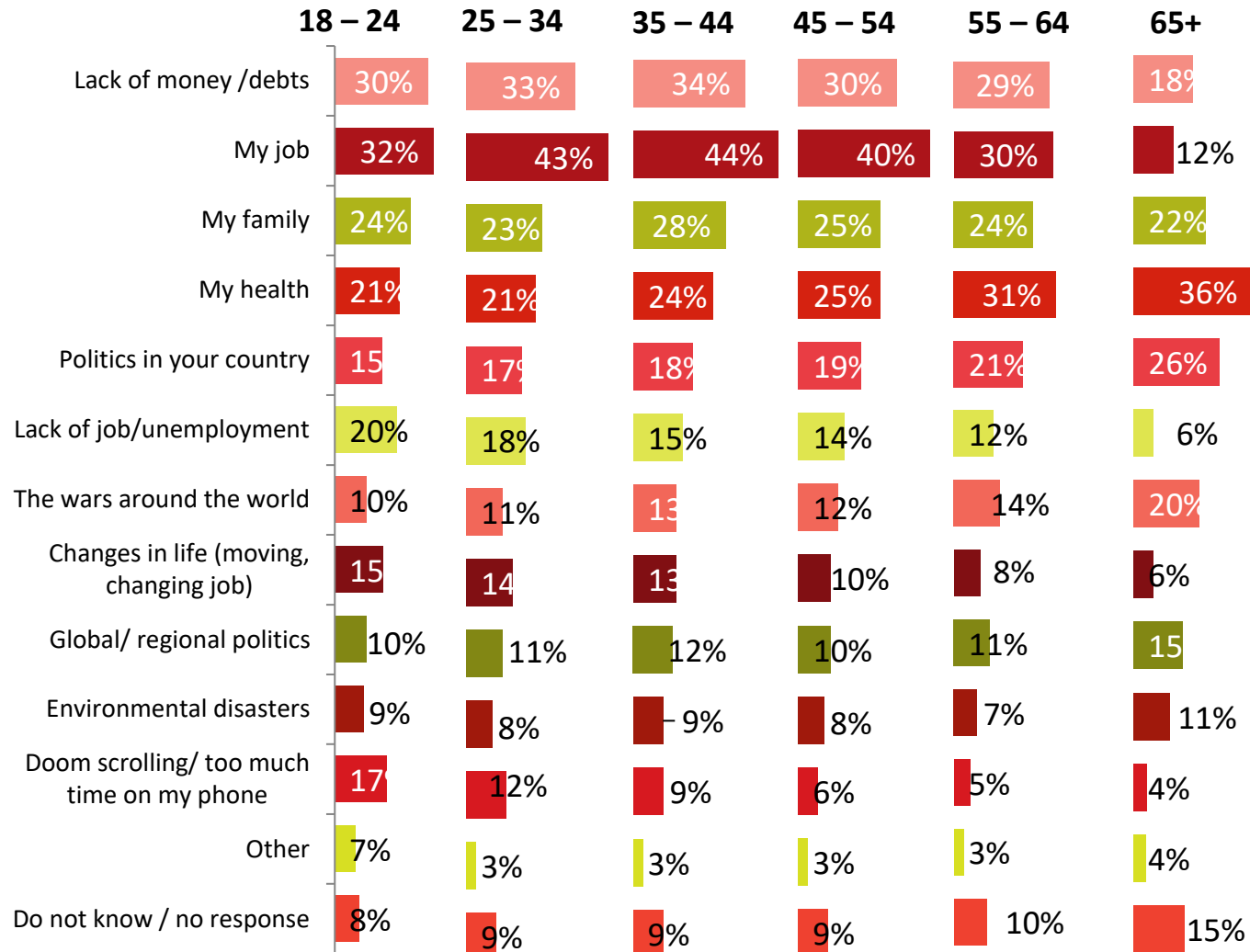
Source: WIN 2026. Female base: 22873 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within male population

By age group



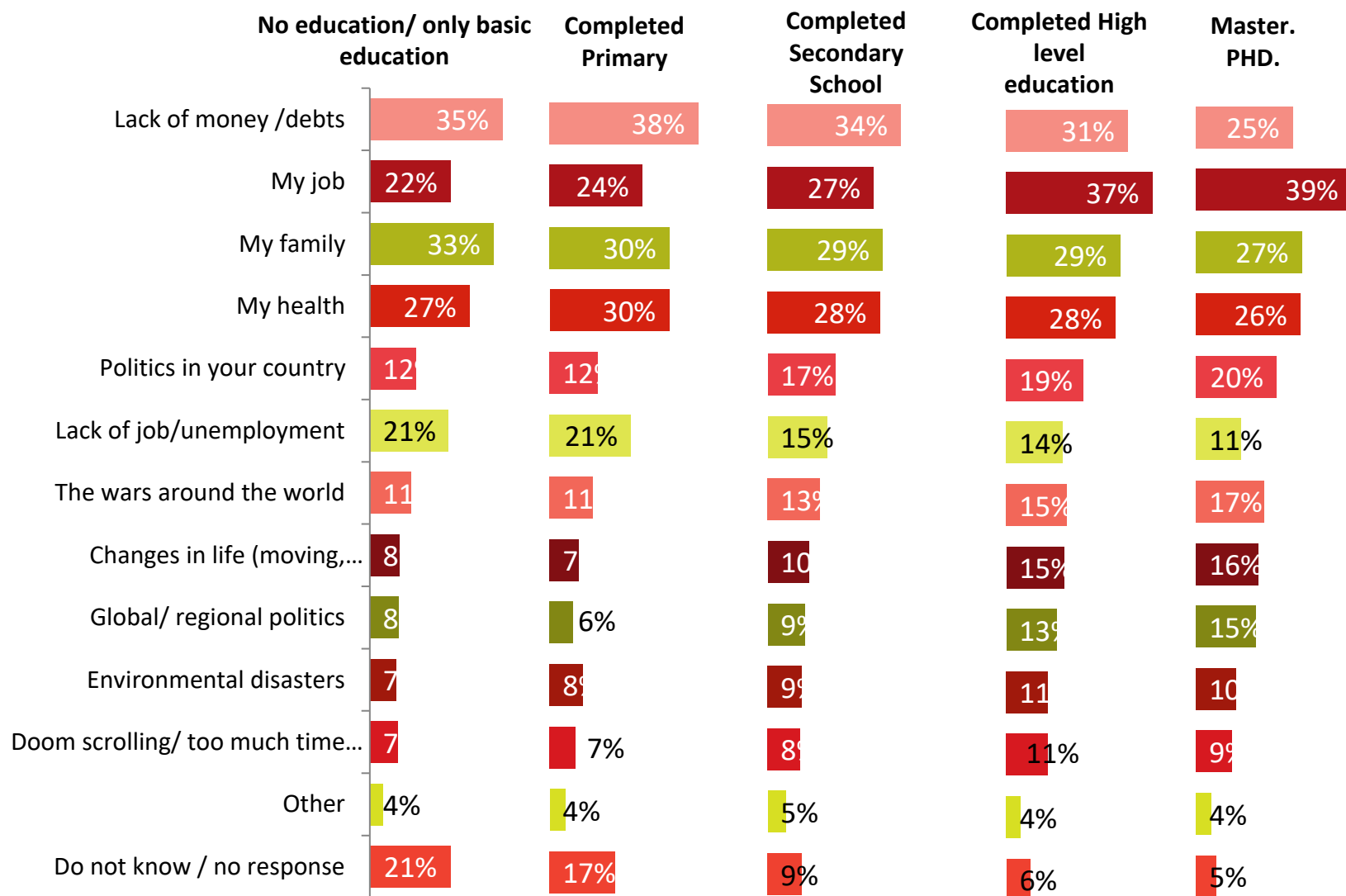
Source: WIN 2026. Male Base: 22116 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within total population

By education level



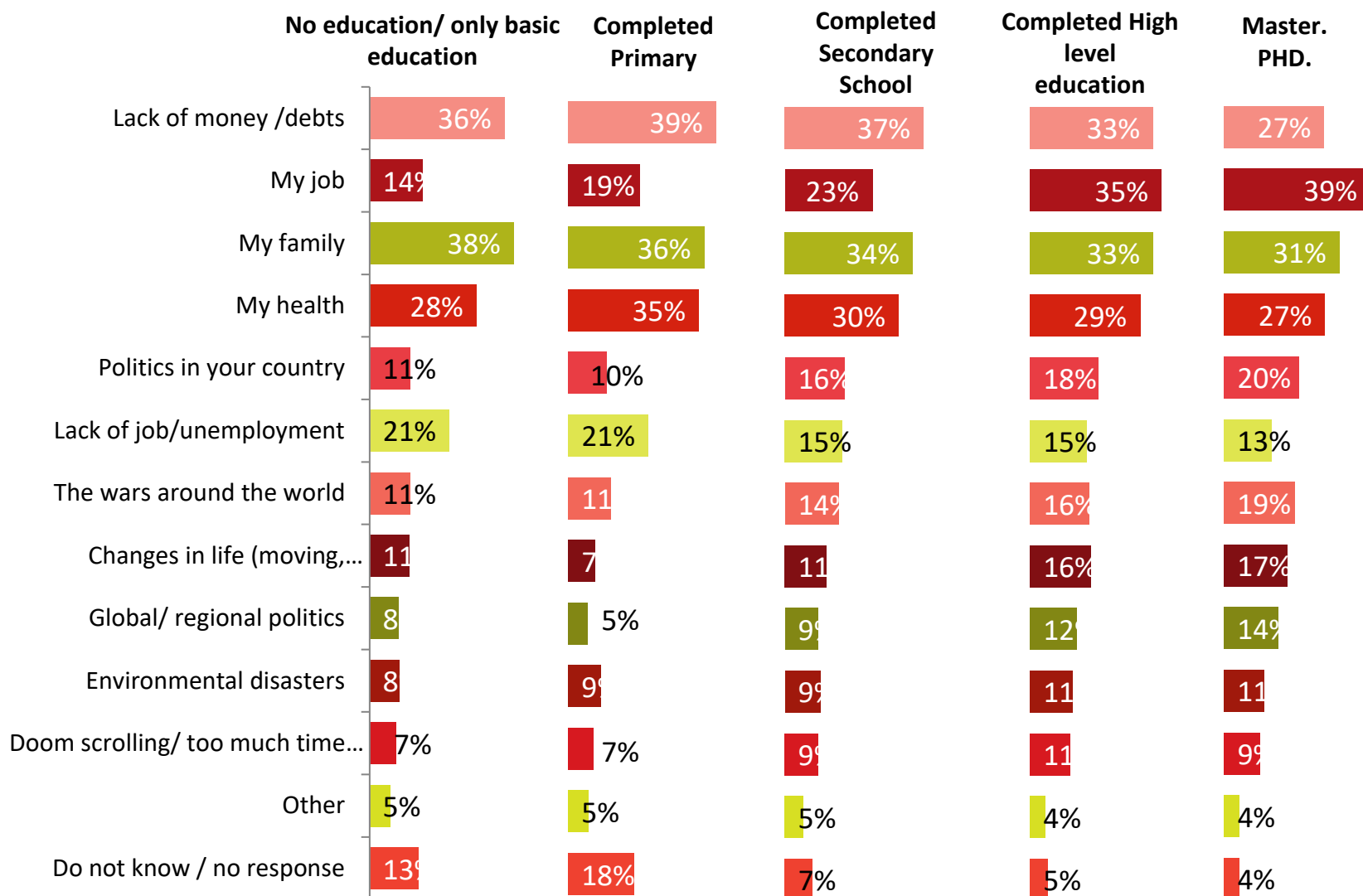
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within female population

By education level



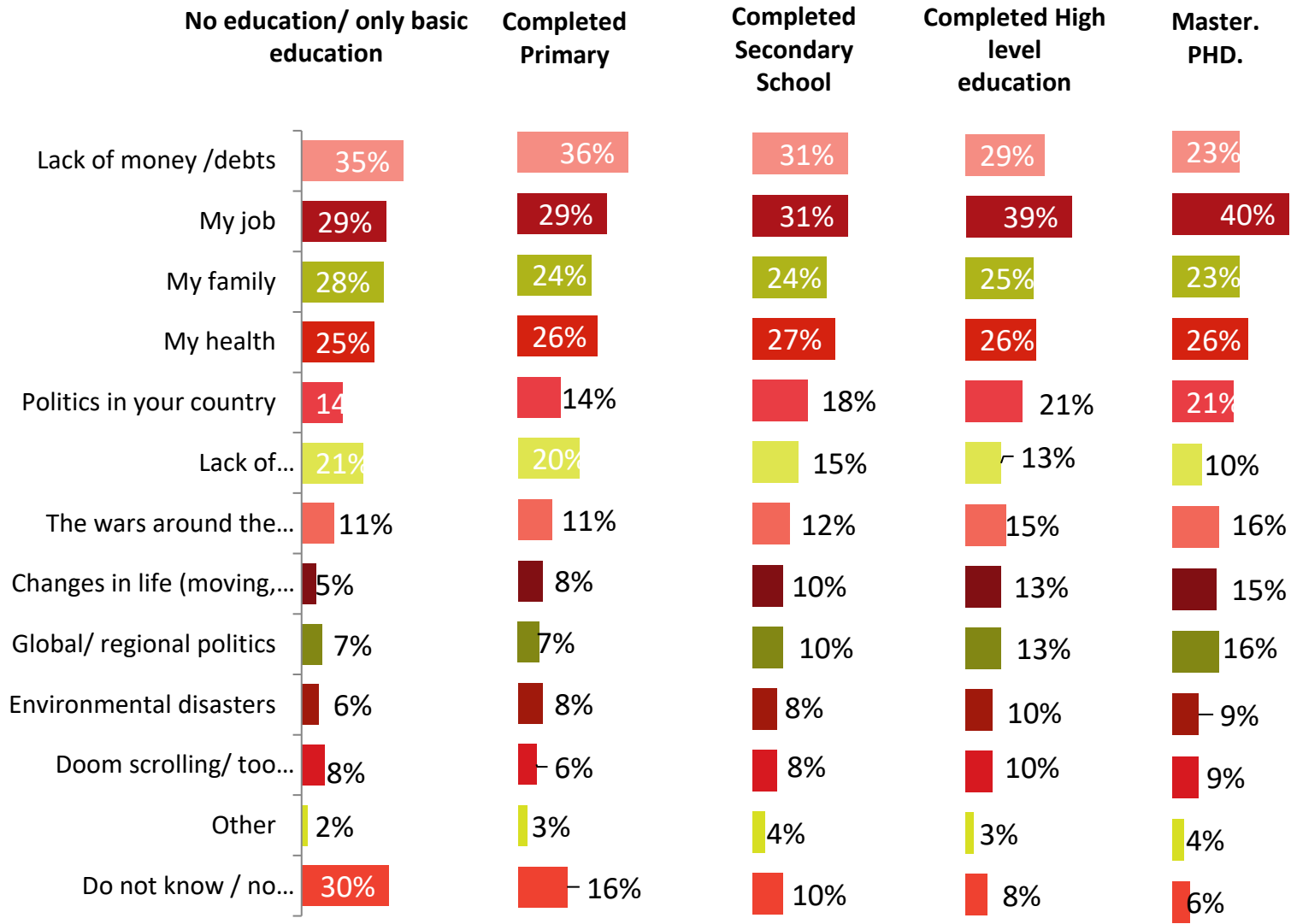
Source: WIN 2026. Female base: 22873 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within male population

By education level



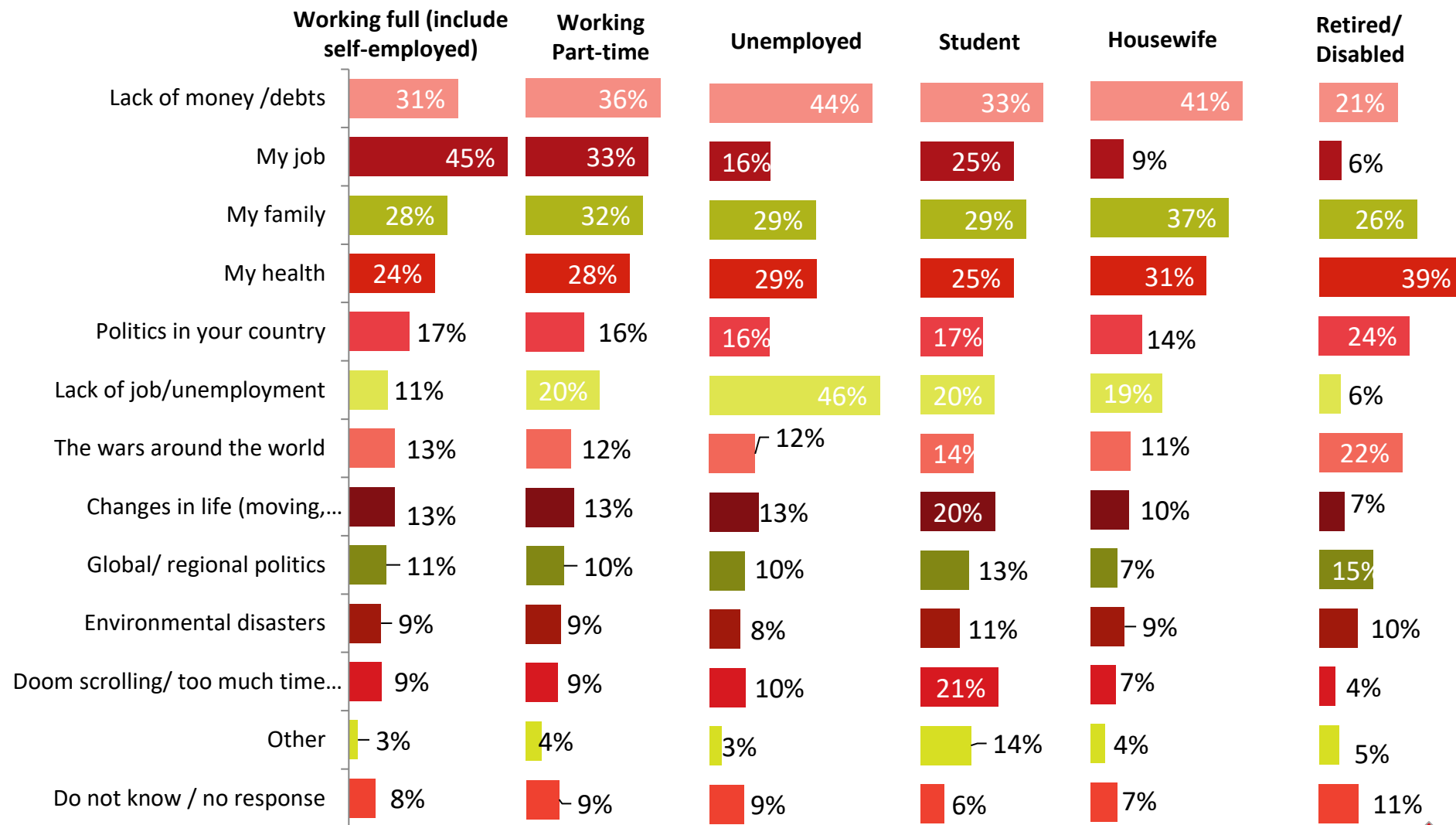
Source: WIN 2026. Male Base: 22116 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within total population

By employment



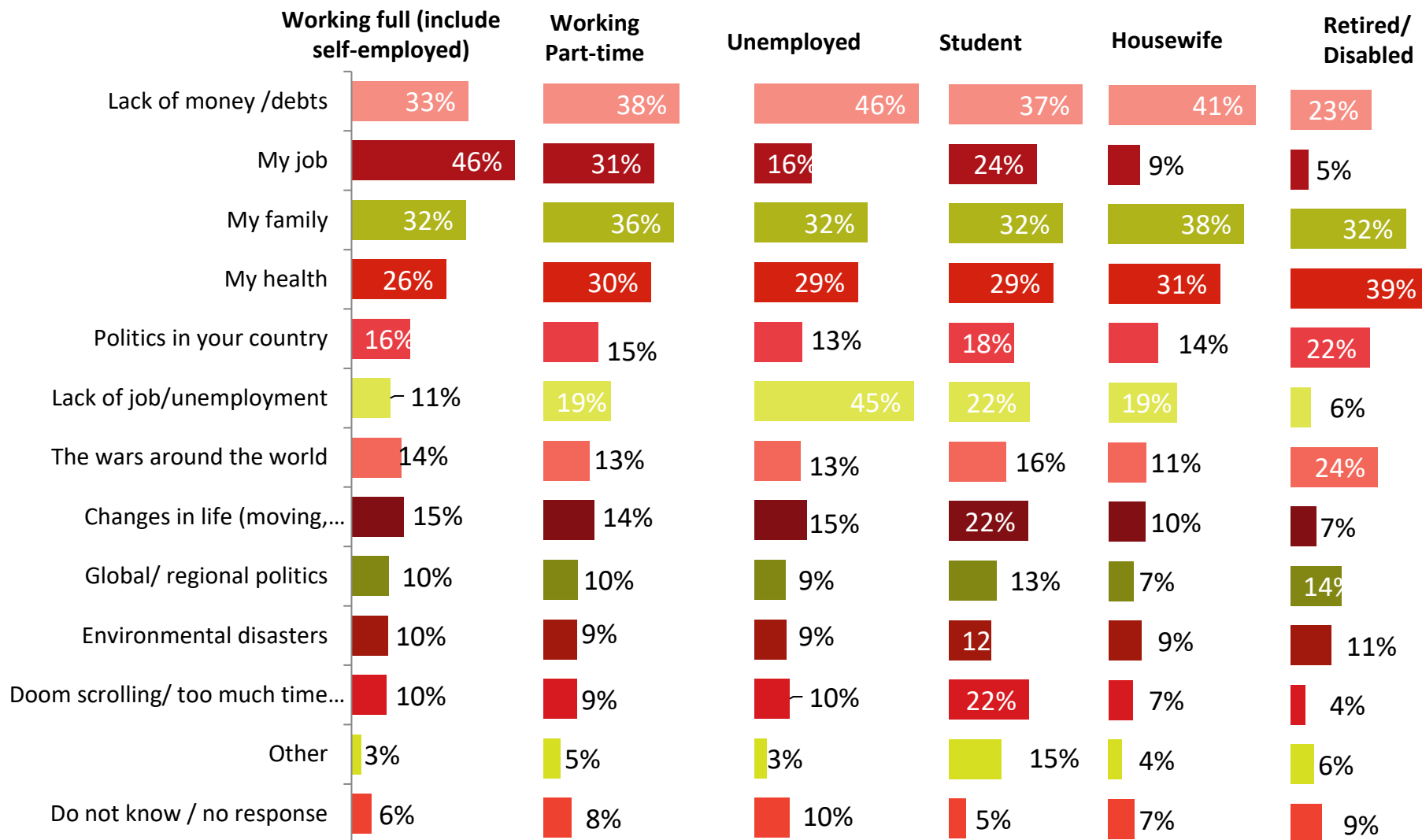
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within female population

By employment



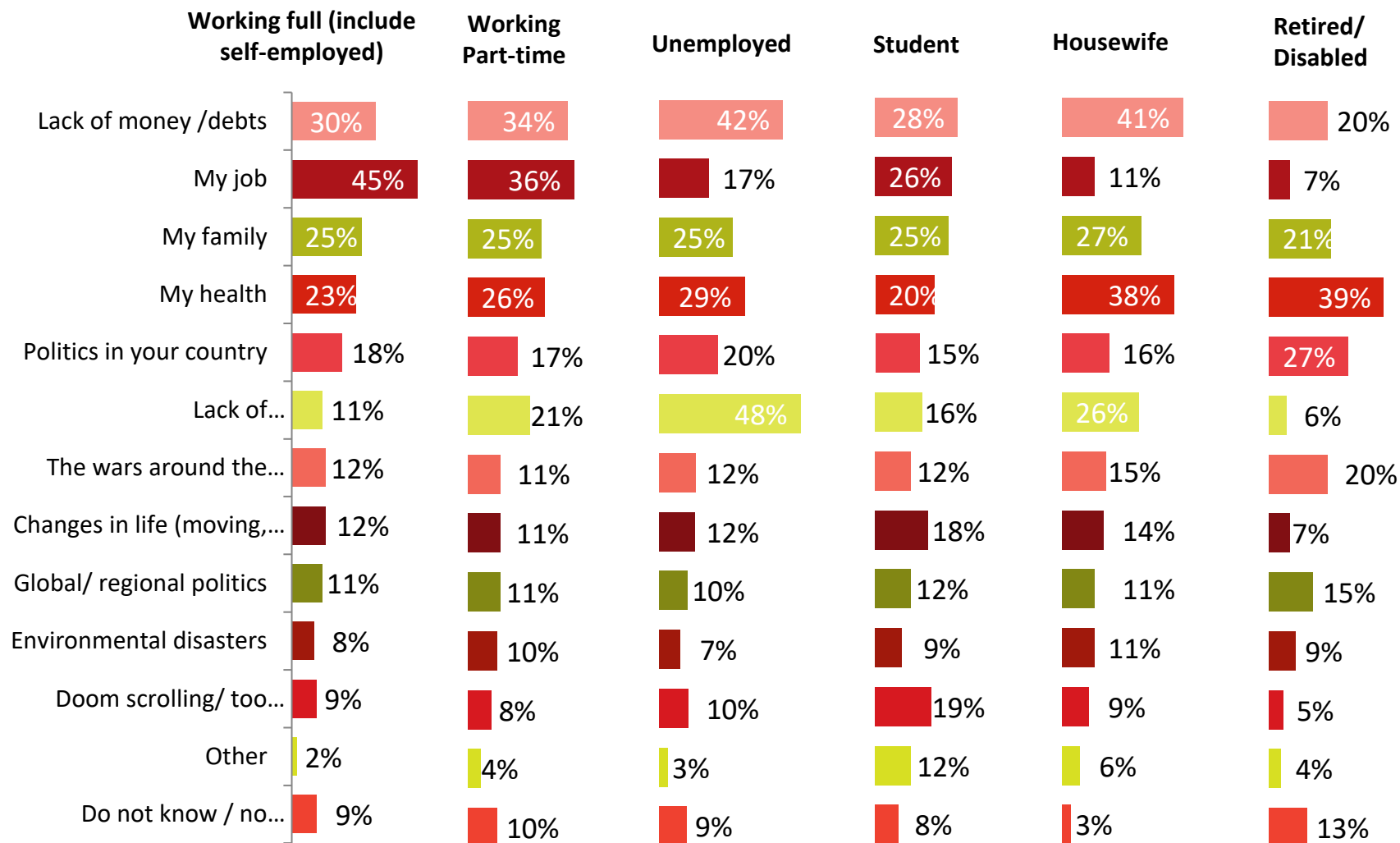
Source: WIN 2026. Female base: 22873 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

% within male population

By employment



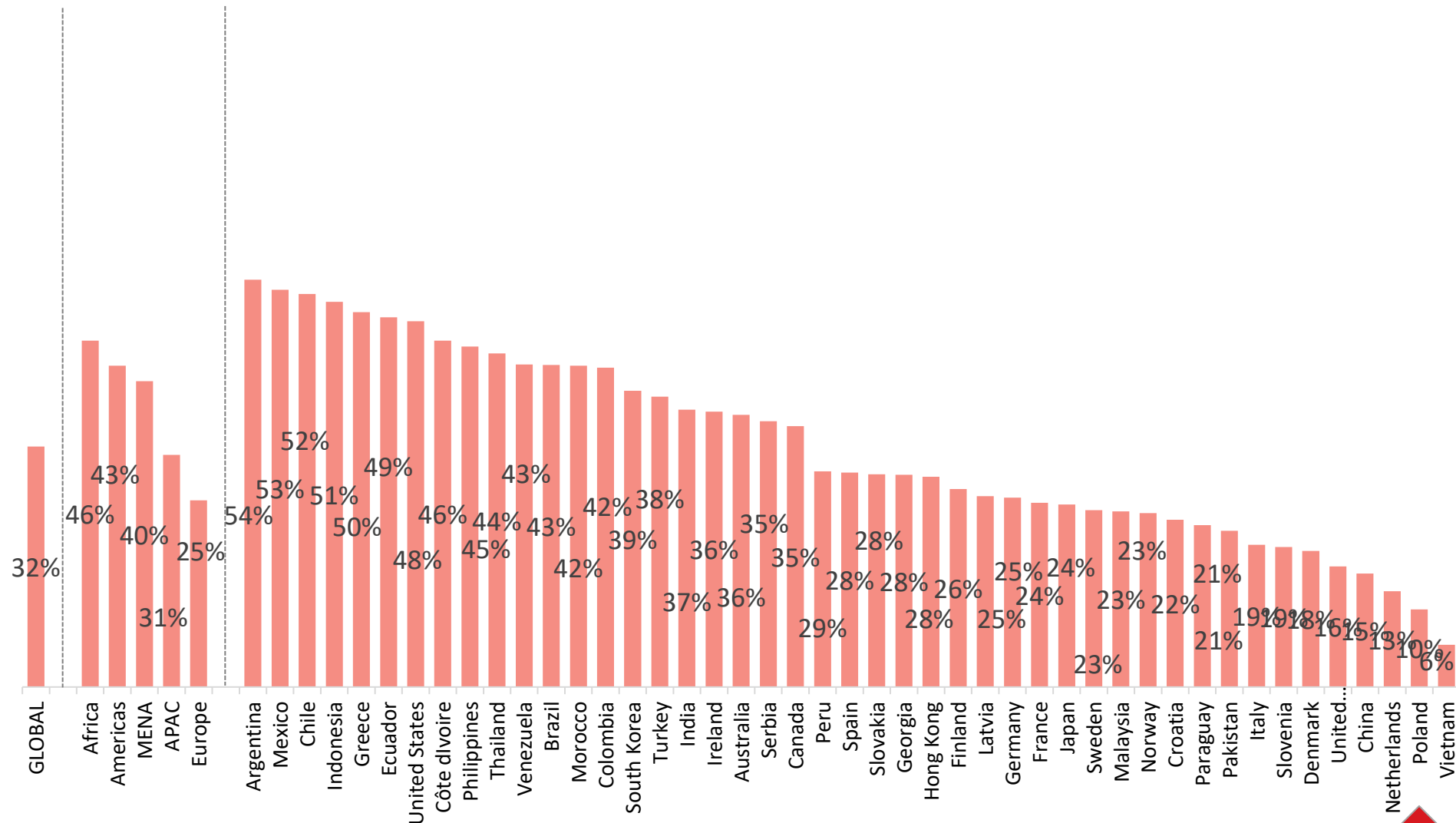
Source: WIN 2026. Male Base: 22116 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

LACK OF MONEY / DEBTS

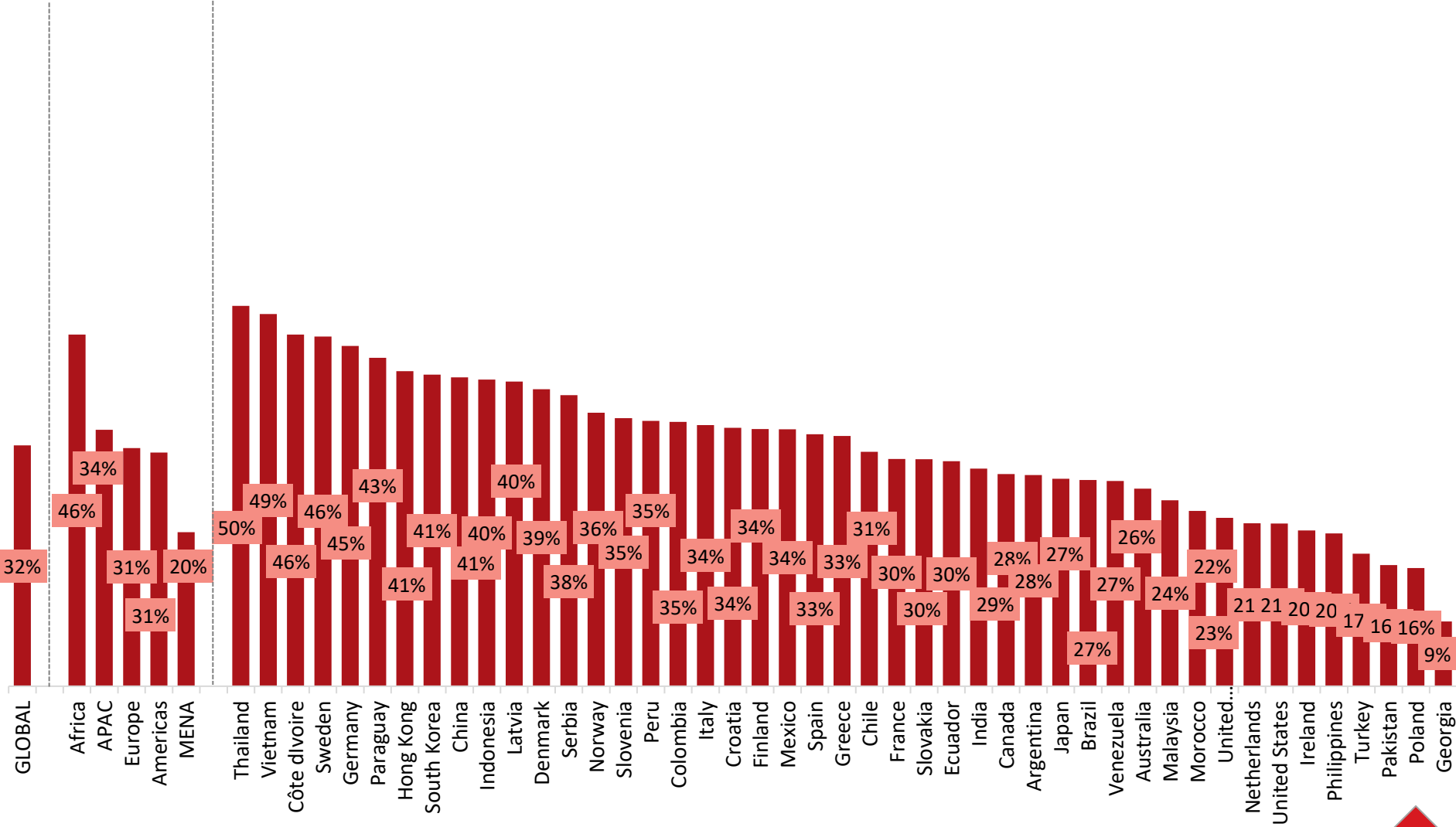
% within total population by country and region



Thinking about the last time you were really stressed, what was it that made you stressed?

MY JOB

% within total population by country and region



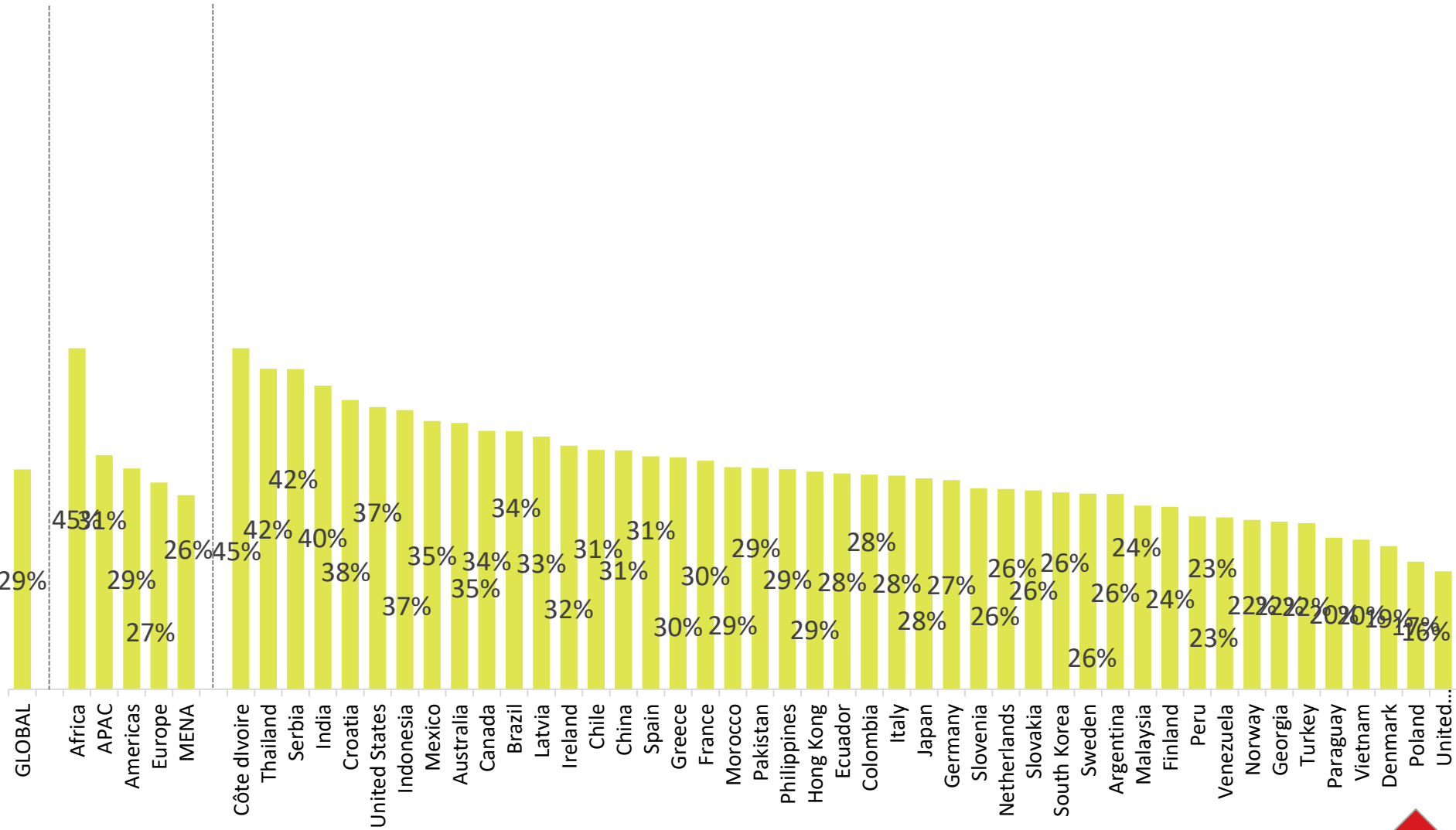
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

MY FAMILY

% within total population by country and region



Source: WIN 2026. Base: 45000 cases

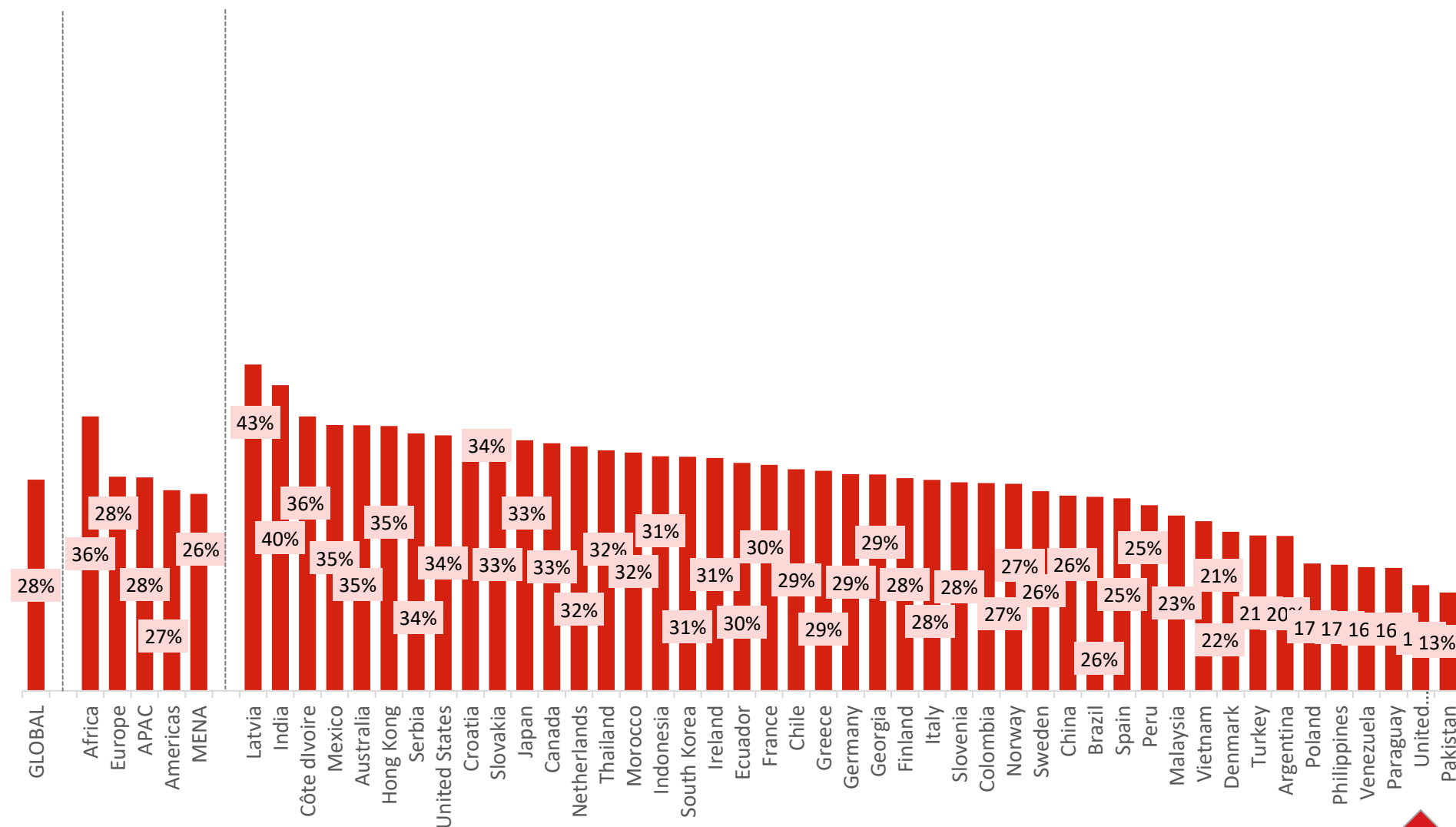
Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?



Thinking about the last time you were really stressed, what was it that made you stressed?

MY HEALTH

% within total population by country and region



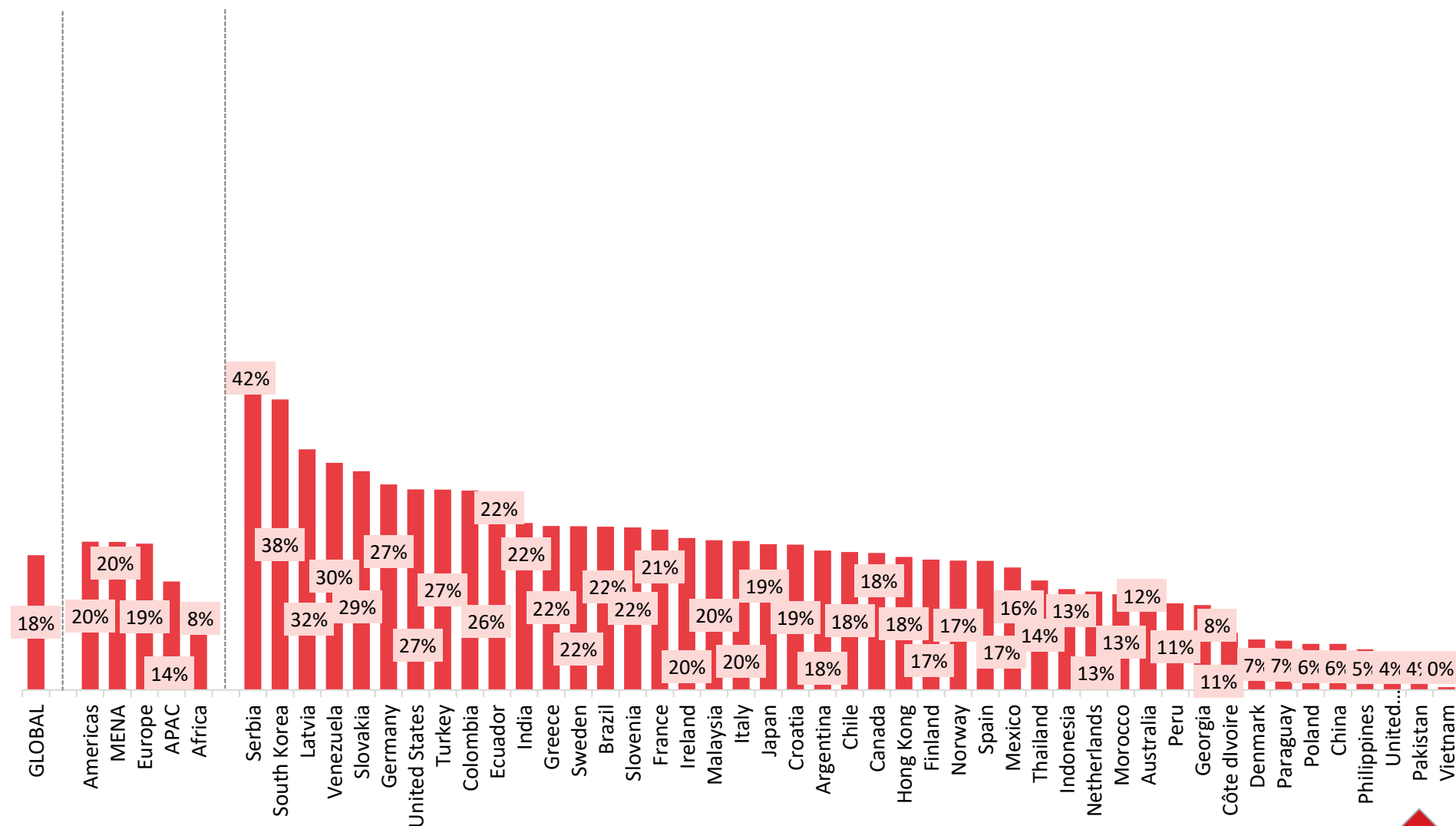
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

POLITICS IN YOUR CONTRY

% within total population by country and region



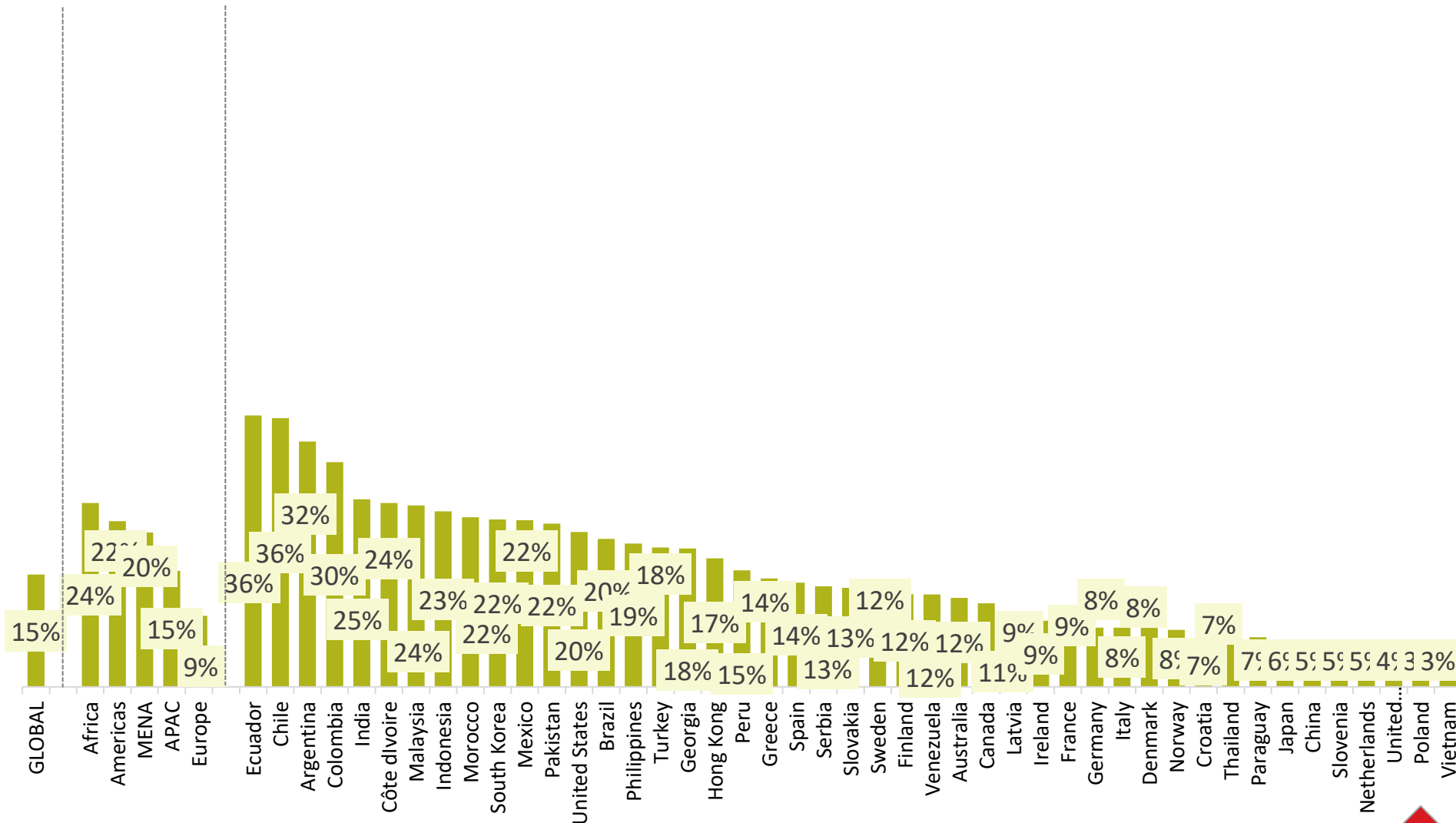
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

LACK OF JOB / UNEMPLOYMENT

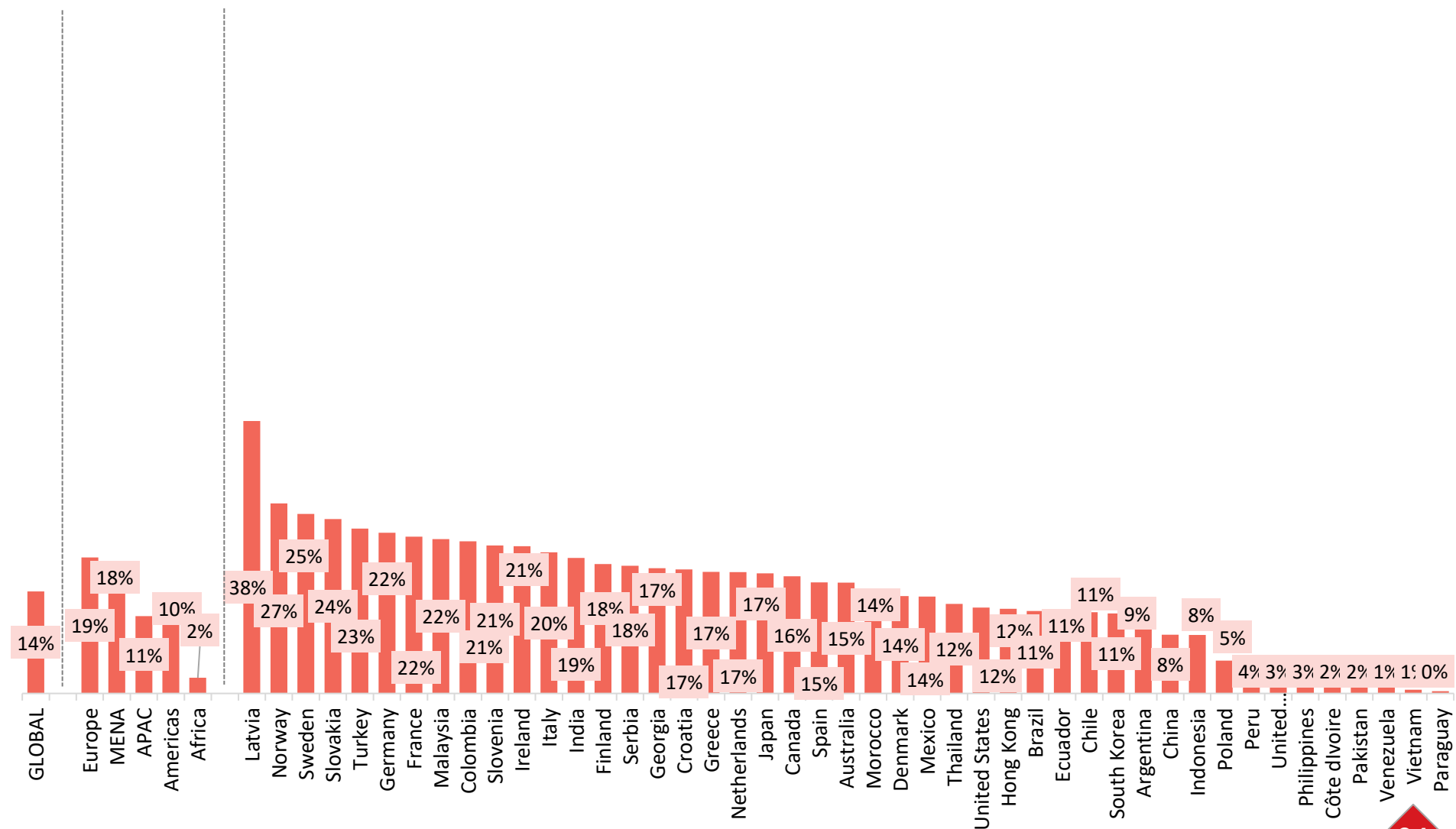
% within total population by country and region



Thinking about the last time you were really stressed, what was it that made you stressed?

THE WARS AROUND THE WORLD

% within total population by country and region

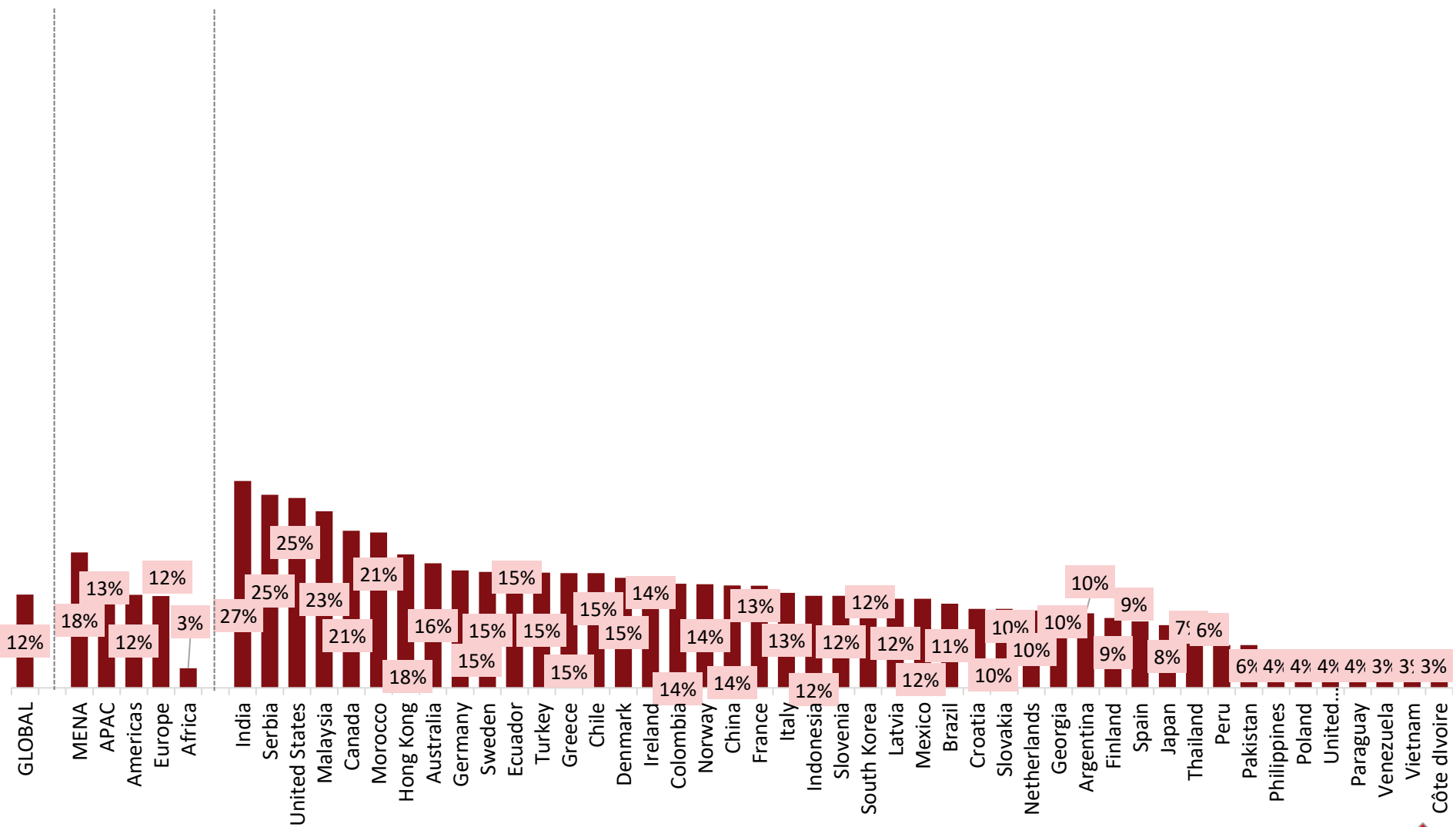


Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?
CHANGES IN LIFE (MOVING, CHANGING JOB)

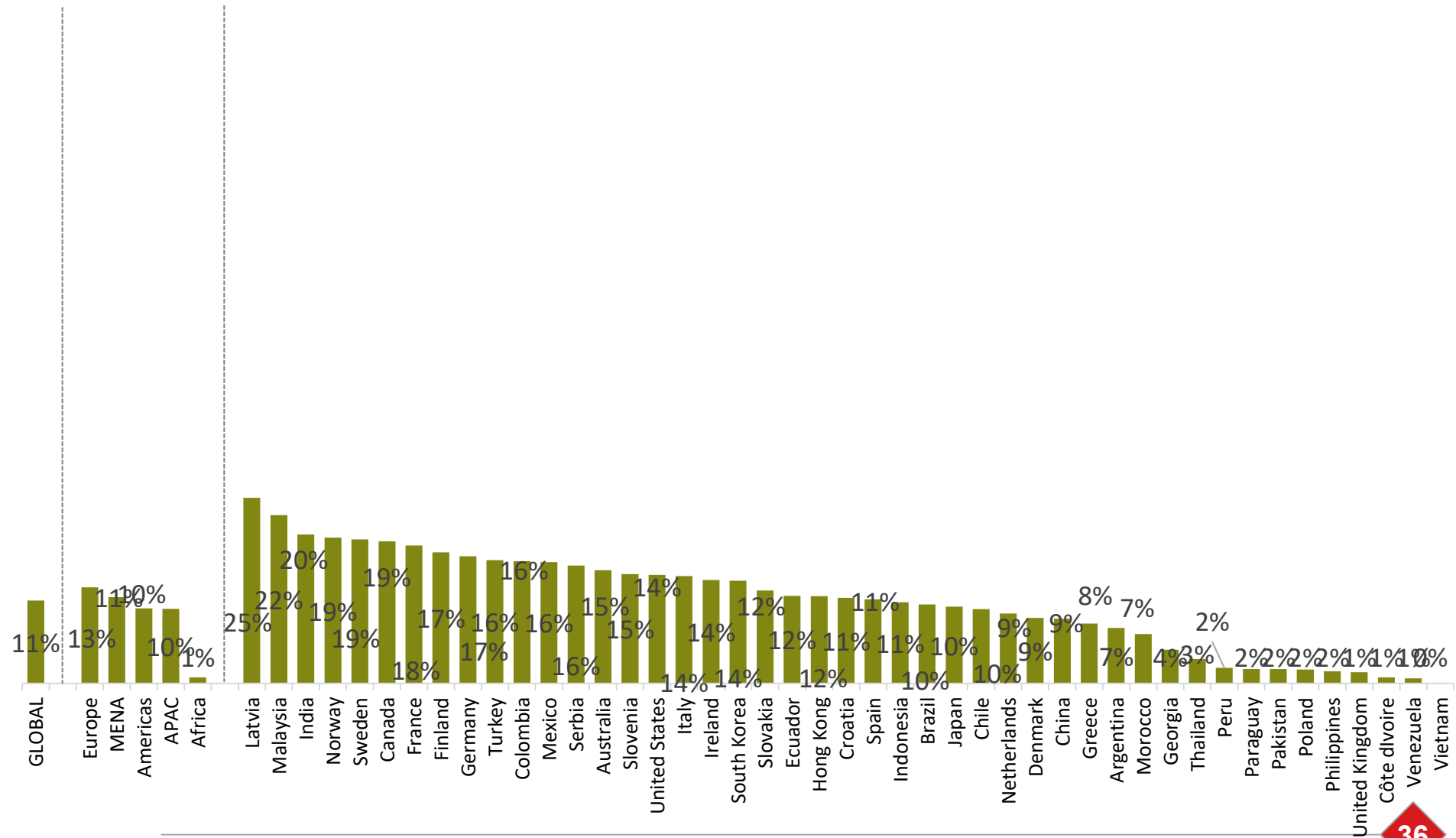
% within total population by country and region



Thinking about the last time you were really stressed, what was it that made you stressed?

GLOBAL/REGIONAL POLITICS

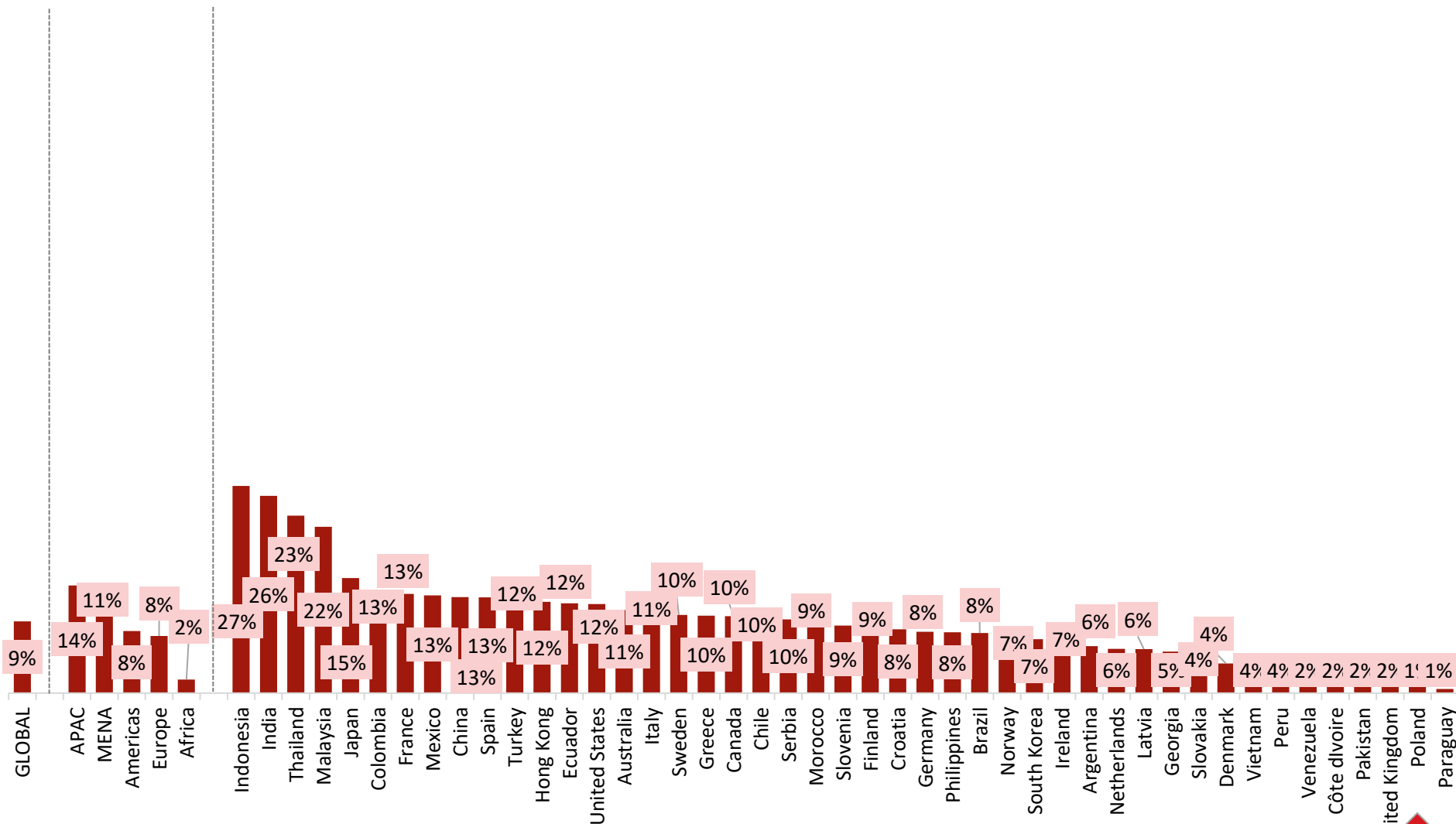
% within total population by country and region



Thinking about the last time you were really stressed, what was it that made you stressed?

ENVIRONMENTAL DISASTERS

% within total population by country and region



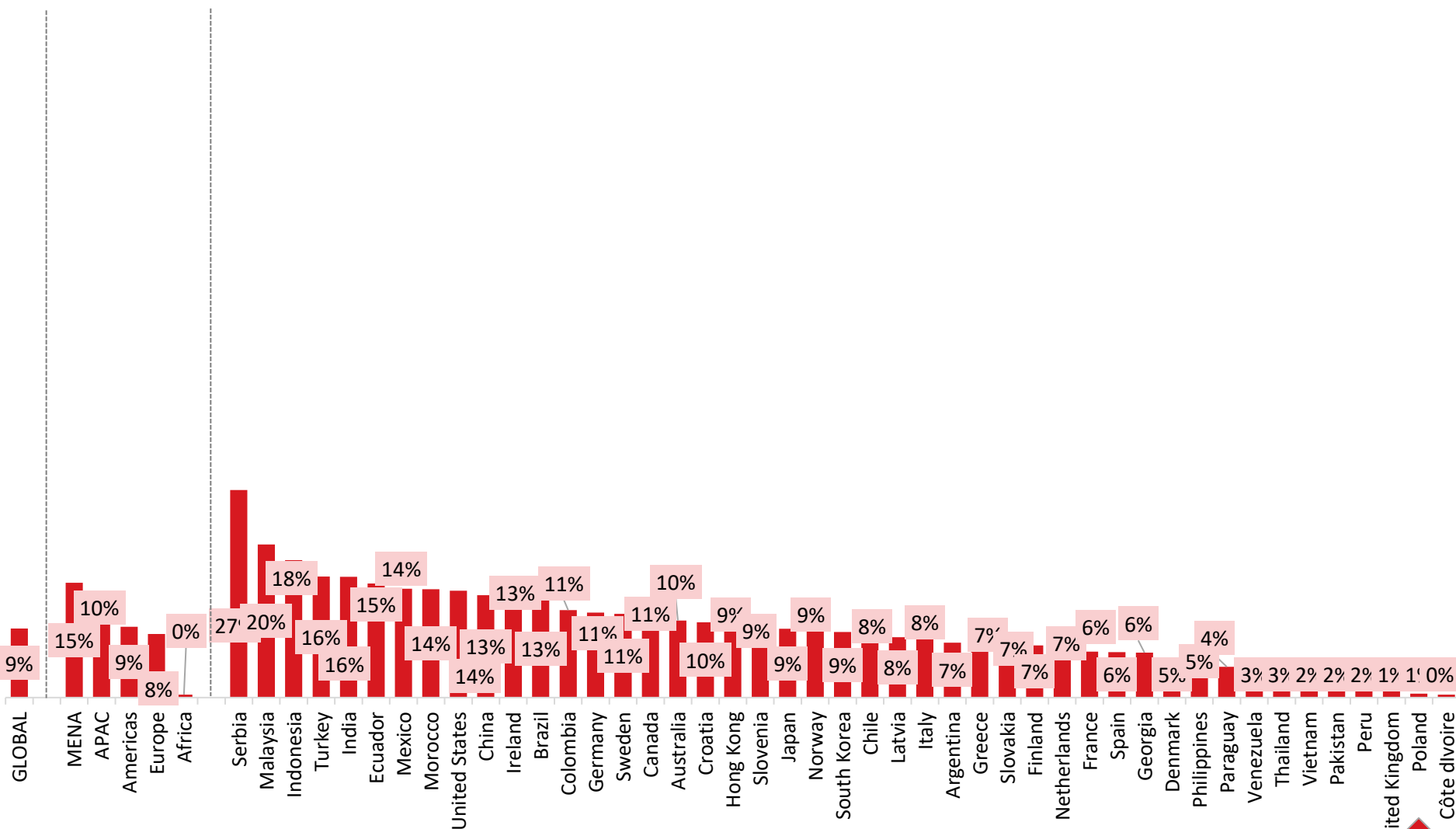
Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Thinking about the last time you were really stressed, what was it that made you stressed?

DOOM SCROLLING/TOO MUCH TIME ON MY PHONE

% within total population by country and region



Source: WIN 2026. Base: 45000 cases

Q19 - Thinking about the last time you were really stressed, what was it that made you stressed?

Relation between stress triggers and frequency of stress

Within total population

Thinking about the last time you were really stressed, what was it that made you stressed?	TOTAL	How often would you say that you suffer from stress?			
		A lot/ very often + Moderately/ fairly often	A little/sometimes	Very little/ occasionally + Never	Do not know / no response
Lack of money /debts	32%	44%	28%	18%	14%
My job	32%	40%	33%	19%	12%
My family	29%	37%	27%	19%	13%
My health	28%	34%	27%	21%	14%
Politics in your country	18%	22%	17%	13%	8%
Lack of job/unemployment	15%	20%	13%	9%	10%
The wars around the world	14%	16%	15%	11%	5%
Changes in life (moving, changing job)	12%	16%	12%	8%	4%
Global/ regional politics	11%	13%	11%	7%	3%
Environmental disasters	9%	11%	10%	7%	5%
Doom scrolling/ too much time on my phone	9%	12%	8%	5%	3%
Other	4%	4%	4%	4%	1%
Do not know / no response	8%	4%	5%	17%	53%

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1007	NATIONAL	2-15 January 2026
2	Australia	Luma Research	CAWI	549	NATIONAL	29-30 January 2026
3	Brazil	Market Analysis Brazil	CAWI	1000	INTERNET POP	9-16 January 2026
4	Canada	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
5	Chile	Activa Research	CAWI	1095	NATIONAL	8-13 January 2026
6	China	WisdomAsia	Online Panel	1000	URBAN	14-19 January 2026
7	Colombia	Centro Nacional de Consultoría	CATI	500	NATIONAL	6-12 February 2026
8	Côte d'Ivoire	EMC	CATI	502	NATIONAL	24-30 January 2026
9	Croatia	Institute for market and media research, Mediana Fides	CAWI	591	NATIONAL	8-12 January 2026
10	Denmark	Opinion Denmark A/S	CAWI	1007	NATIONAL	13-21 January 2026
11	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	1104	NATIONAL	28-31 January 2026
12	Finland	Taloustutkimus Oy	Online Panel	1093	NATIONAL	31 Dec 2025 – 7 Jan 2026
13	France	OpinionWay	Online Panel	1007	NATIONAL	16-19 January 2026
14	Georgia	GORBI Eurasia LTD	F2F	2050	NATIONAL	31 Jan – 13 Feb 2026
15	Germany	Produkt+Markt	CAWI	1000	NATIONAL	19 Dec 2025 – 6 Jan 2026
16	Greece	Alternative Research Solutions	CAWI	502	NATIONAL	3 Dec 2025 – 12 Jan 2026
17	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	9-15 January 2026
18	India	DataPrompt International Pvt. Ltd.	Online	1000	NATIONAL	29 Dec 2025 - 21 Jan 2026
19	Indonesia	DEKA	Online	987	INTERNET POP	16-31 January 2026
20	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	8-13 January 2026
21	Italy	SWG S.p.a	CAWI	1002	NATIONAL	7-12 January 2026
22	Japan	Nippon Research Center, LTD.	CAWI	1100	NATIONAL	22-27 January 2026
23	Latvia	Marketing and Public Opinion Research Centre SKDS	CAWI	1005	NATIONAL	17-19 January 2026

METHODOLOGY

Total of 45.000 surveys worldwide

Dates: 27th november 2025 to 13th February 2026

	Country	Company Name	Methodology	Sample	Coverage	Fieldwork Dates
24	Malaysia	Central Force International	CAWI	1001	INTERNET POP	27 Nov 2025 – 3 Dec 2025
25	Mexico	Brand Investigation S.A.de C.V	Online	1000	NATIONAL	7-12 January 2026
26	Morocco	Integrate Consulting	Online	500	NATIONAL	8-9 January 2026
27	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	6-20 January 2026
28	Norway	Opinion AS	CAWI	1029	NATIONAL	13-19 January 2026
29	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	6 Dec 2025 -14 Jan 2026
30	Paraguay	ICA Consultoría Estratégica	CATI	501	NATIONAL	2 Dec 2025- 29 Jan 2026
31	Peru	Datum Internacional	P2P	1202	NATIONAL	16-10 January 2026
32	Philippines	The Philippine Survey and Research Center (PSRC)	PAPI	1000	NATIONAL	9-26 January 2026
33	Poland	Mareco Polska	CAWI	530	NATIONAL	8-14 December 2025
34	Serbia	Institute for market and media research, Mediana Adria	CAWI	522	NATIONAL	8-15 January 2026
35	Slovak Republic	Go4insight	CAWI	1000	NATIONAL	16-26 January 2026
36	Slovenia	Institute for market and media research, Mediana	CAWI	1018	NATIONAL	8-9 January 2026
37	South Korea	Gallup Korea	CAWI	1200	NATIONAL	21-28 January 2026
38	Spain	Instituto DYM	CAWI	1000	NATIONAL	15-18 January 2026
39	Sweden	Demoskop AB	CAWI	1012	NATIONAL/ INTERNET POP	19 Dec 2025 – 23 Jan 2026
40	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	16 Dec 2025 – 15 Jan 2026
41	Turkey	BAREM Research	CATI	725	TR Urban	30 Jan – 4 Feb 2026
42	United Kingdom	ORB International	Online	1194	NATIONAL	12-22 Dec 2025
43	USA	LEGER	CAWI	1000	NATIONAL	12-25 December 2025
44	Venezuela	Centro Nacional de Consultoría	CATI	302	NATIONAL	1-5 February 2026
45	Vietnam	DXL Research & Consulting	F2F	900	URBAN	12-28 Dec 2025