Irish people no longer feel young by 42 and officially start to feel old by 52.

- Irish adults stop feeling young at an age of 42 (in 2018 this was 46 years)
- Irish adults start feeling old at an age of 52 (this was 55 years in 2018)

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals the Annual WIN World Survey, exploring the views and beliefs of 33,866 people in 39 countries across the globe.

Today WIN releases the latest results on generational differences to track and understand people's perception of age and youth.

HEADLINES – IRELAND

Gap exist between people stop feeling young and start feeling old

- Irish adults typically report no longer feeling young around the age of 42 and beginning to feel old around 52.
- Unsurprisingly, the older you get, the later the age that you start to feel old. Those aged 55+ for instance, don't start to feel old until they reach 64.
- Younger people (under the age of 35) however feel that once you turn 40, you are old!
- Overall, the Irish perception of youth and old age tends to align with global averages.

Ciara Reilly, Group Director in RED C Research, said:

"I am fascinated by this research as it shines a light on how we perceive aging in Irish society today. While it is great to see that we are in line with global averages, it is worrisome that the age at which we stop feeling young is getting younger rather than older. This trend underscores the increasing societal pressures and sometimes, unrealistic standards that are placed on individuals to maintain a youthful appearance and lifestyle. While so much has been done in our society to address these issues, we as a nation need to foster a healthier, more accepting attitude towards aging, celebrating all stages of life."

1. Difference Between Feeling Old and Stop Feeling Young
   - Globally, people begin to feel old at 54, but they stop feeling young at 42. This shift indicates we're feeling our age earlier than in 2018 when people felt old at 55 and stopped feeling young at 44. There's nearly a decade gap between when people stop feeling young and start feeling old.
   - Youth perception varies globally. Europeans feel old later at 59, while those in APAC start at 50. In the Americas, people now feel old at 53, down from 57 in 2018. The MENA region saw a jump from 59 to 52, and Africa from 54 to 51. Overall, except for Europe, the world starts feeling old sooner than before.
   - When discussing the age at which people stop feeling young, the Americas show a 6-year decline from 46 in 2018 to 40 now. Conversely, the APAC and MENA regions remain constant at 41, while in Africa, the age has increased from 40 to 43. Despite Europeans feeling old later, they now stop feeling young at 43, down from 46 in 2018.

2. Countries That Feel Oldest and Youngest
   - Finland is the country where people start feeling old the latest, at 72, followed by Spain at 65, and Sweden and Italy at 64. Conversely, people in Laos feel old the earliest at 45, with Greece at 46 and Malaysia at 47.
   - Interestingly, Finns stop feeling young at 47, while Swedes stop at 34. South Koreans feel young the longest, until 52, whereas in the Philippines, people stop feeling young the earliest, at 30.

Richard Colwell, President of WIN International Association, said:

"This is an extremely fascinating subject which zooms in on a topic not often discussed. Age is a perception shaped by culture, geography, and time. The findings from the WIN World Survey remind us that while the years may pass uniformly, our feelings about youth and age are as diverse as the continents we inhabit."

-ENDS-

NOTES FOR EDITORS
Methodology:
The survey was conducted in 39 countries using CAWI / CATI / F2F/ TAPI /online survey methods.

Sample Size and Mode of Field Work:
A total of 33,866 people were interviewed. See below for sample details. The fieldwork was conducted in December 2023 and January 2024. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level. The global average has been computed according to the covered adult population of the surveyed countries.

About WIN:
The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.
Our assets
- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs.
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

About RED C:
RED C Research is a premier provider of research-based consultancy services, with offices in Dublin and London. Founded in Dublin in 2003, we have been providing high quality research and polling-based consultancy services to business, communities and government both nationally and internationally for many years. We are part of the Business Post group house of brands, delivering insight through data, journalism, analysis and storytelling. We help brands grow by clearly understanding human needs and behaviour.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 - 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Ivory Coast	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Lao PDR	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	535	NATIONAL	11-20 December 2023

23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 – 11 Jan 2024
27	Peru	Datum Internacional	P2P	1200	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	Mobile online survey	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 – 31 Jan 2024
35	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Turkey	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI		NATIONAL	
38	USA	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 – 18 Jan 2024