

REDC



WIN World Survey

World Health Index 2025

Published: 7th April 2025

REF: 757224

WIN World Health Survey 2025 – Headlines Ireland



After declining since Covid, self-reported health has stabilised among Irish adults this year, although older adults continue to see further declines in their self-reported standard of health

I

In 2019, as much as 74% of Irish adults self-reported good health. This declined during and after Covid, only stabilising this year at **68%**. However, over 55s continue to see lower levels of self-reported health each year, dropping notably over the past half decade.

II

Overall, Ireland ranks 30 out of 39 countries in terms of self-reported health, falling marginally below the European average.

III

28% of Irish adults ever smoke with 16% smoking often. Worryingly, younger cohorts are more likely to smoke. Almost 2 in 5 18-34 year olds smoke, higher than other groups, although 35-54 year olds are slightly more likely to smoke *often*.

IV

Almost 9 in 10 Irish adults ever enjoy a drink, although only 3 in 10 do so often. There is perhaps a generational split opening up, with older men being more likely to drink often, while 18-24 year olds are less likely to.

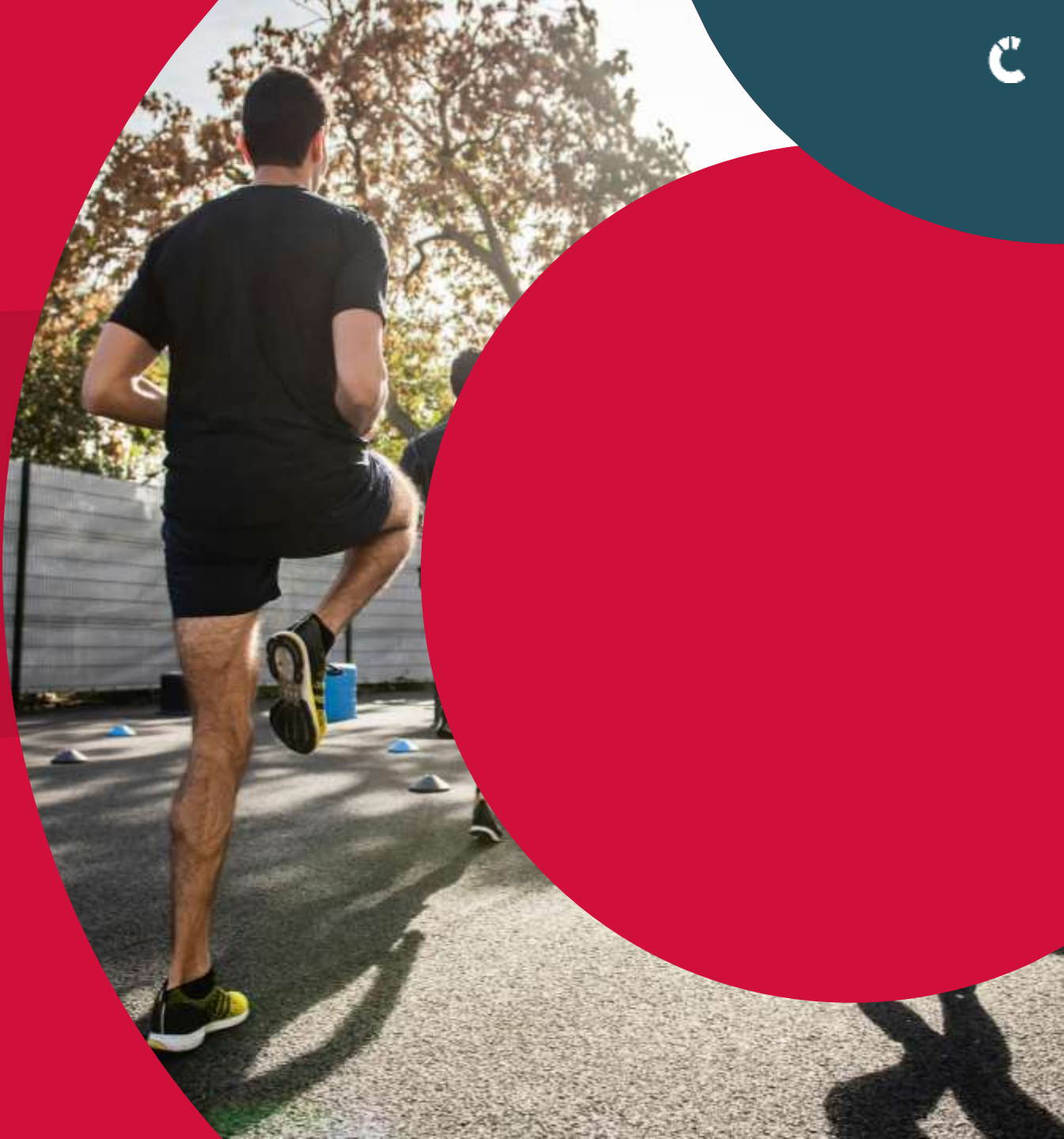
V

A generational gap is also evident across other behaviours. Younger cohorts are more likely to report feeling stress, more likely to exercise, and less likely to take prescription medicines.

VI

Technology is clearly a growing problem particularly among young people. Over three quarters report physical discomfort, almost two thirds report anxiety, and over 4 in 5 report loss of sleep due to use of technology and devices.

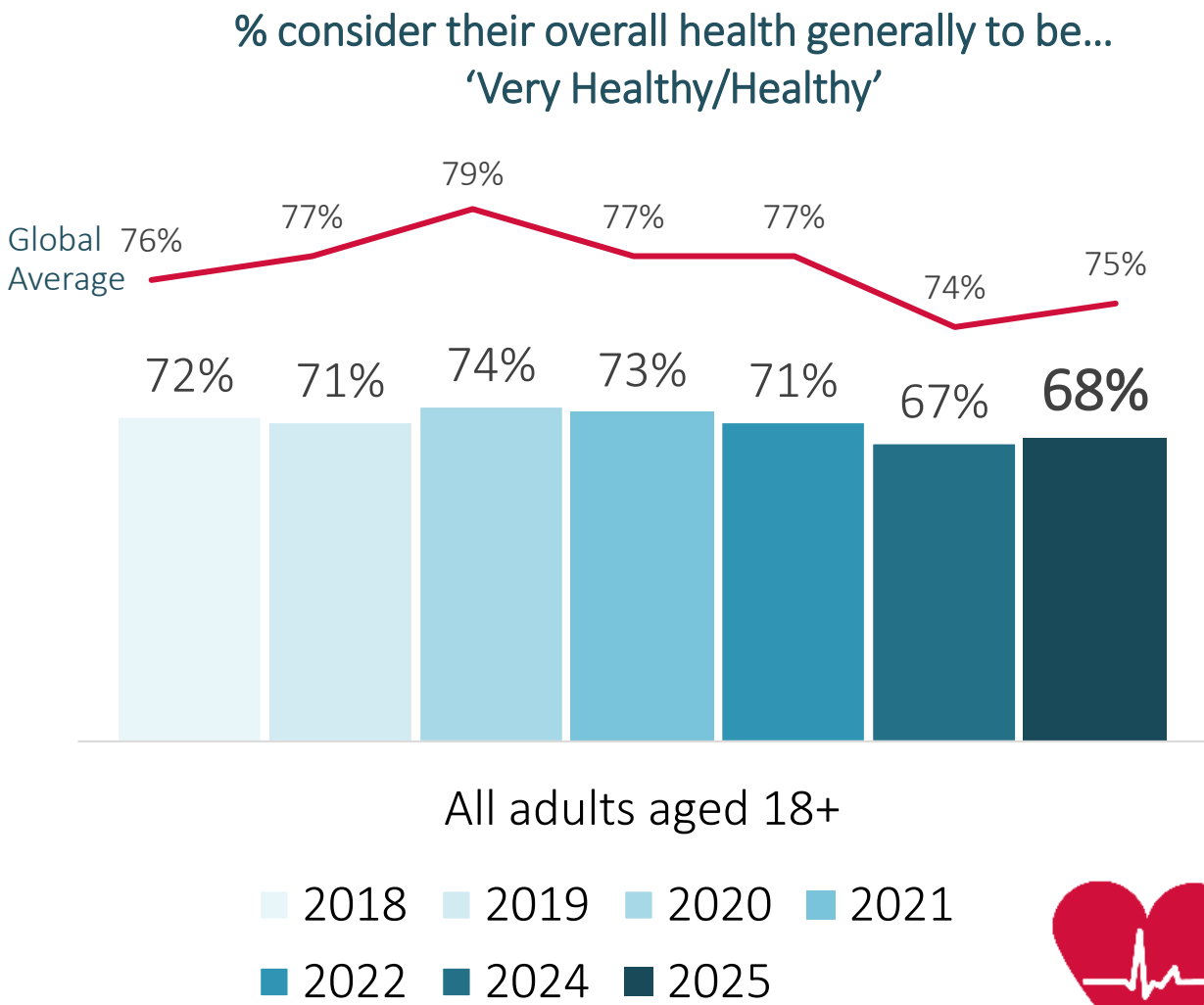
Self-reported health



Self-reported health has stabilised in Ireland this year having previously declined during and in the wake of COVID

Self-reported health continues to decline among over 55s

Little shift overall in Irish people's self reported level of health

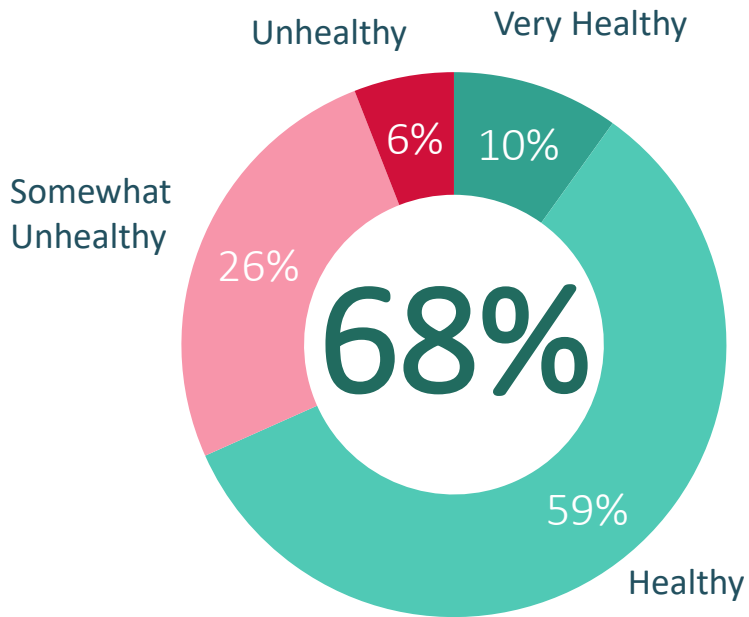


Younger cohorts more likely to self-report good health levels

Higher social grades are also more likely to report good health, while over 55s, those in Connaught/Ulster are less likely to

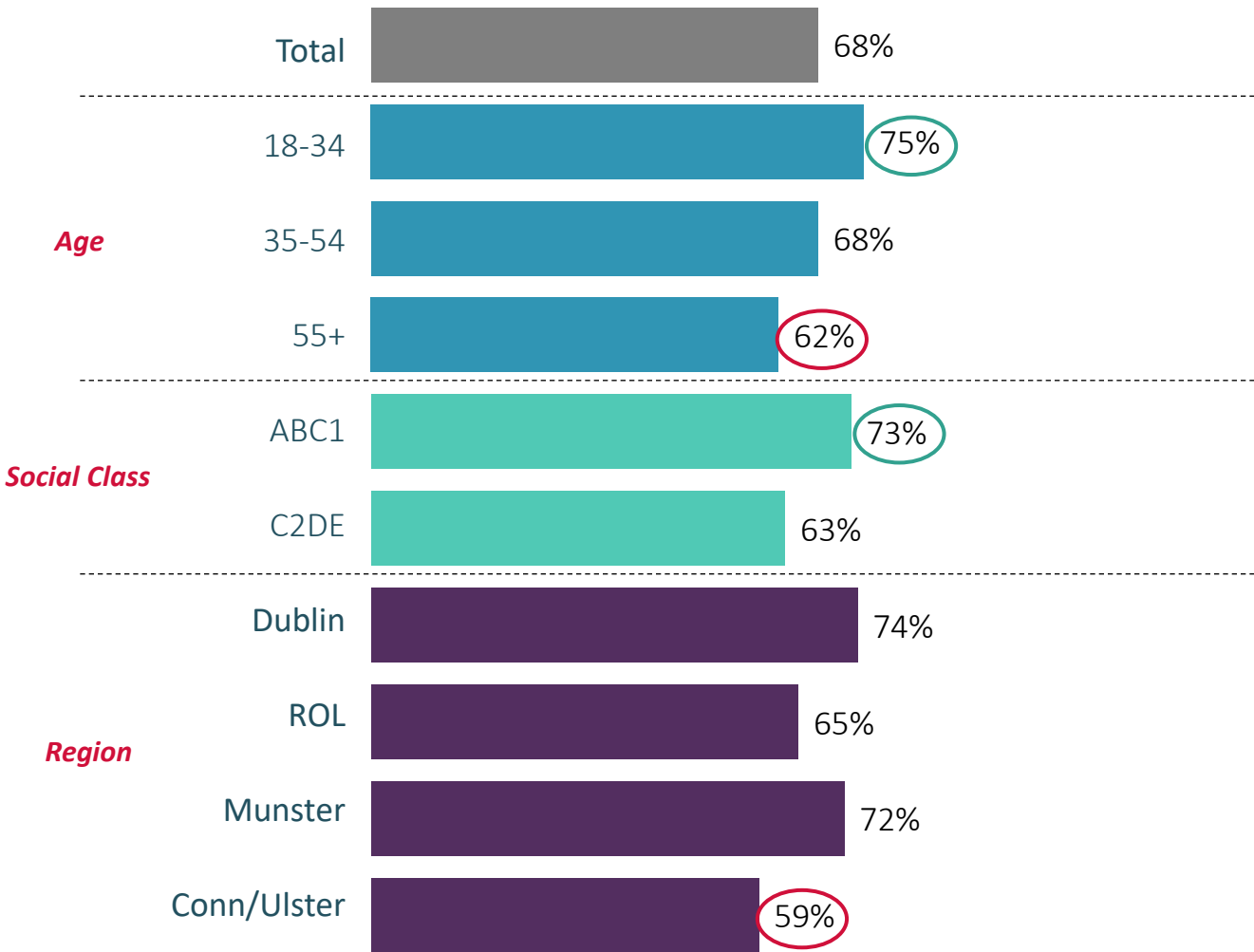


Self-Reported Health - Ireland



68% (+1% vs 2024)
NET Very Healthy/Healthy

% consider their overall health generally to be...
'Very Healthy/Healthy'



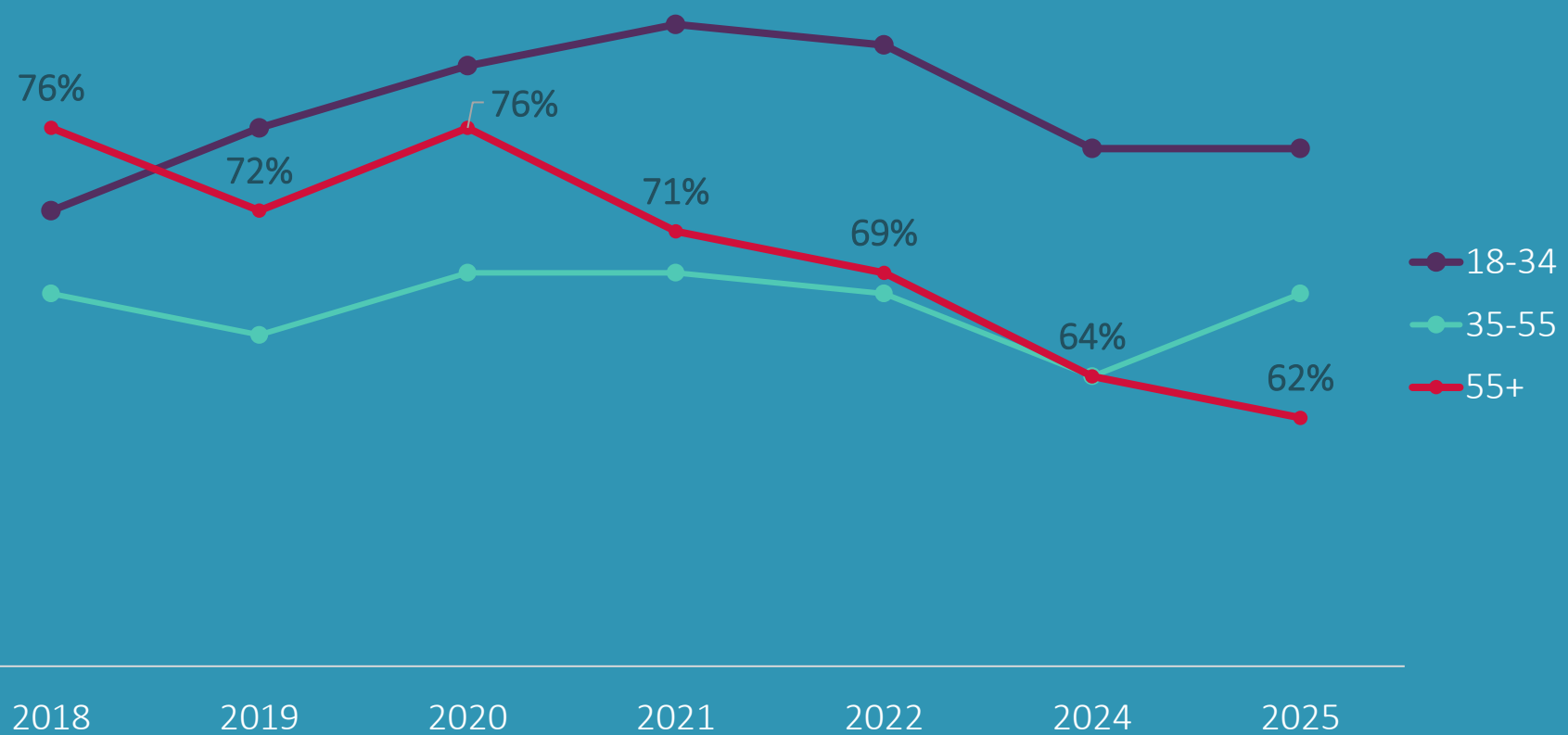
○ ○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,013)

Self-Reported Health X Age



% consider their overall health generally to be...
'Very Healthy/Healthy'



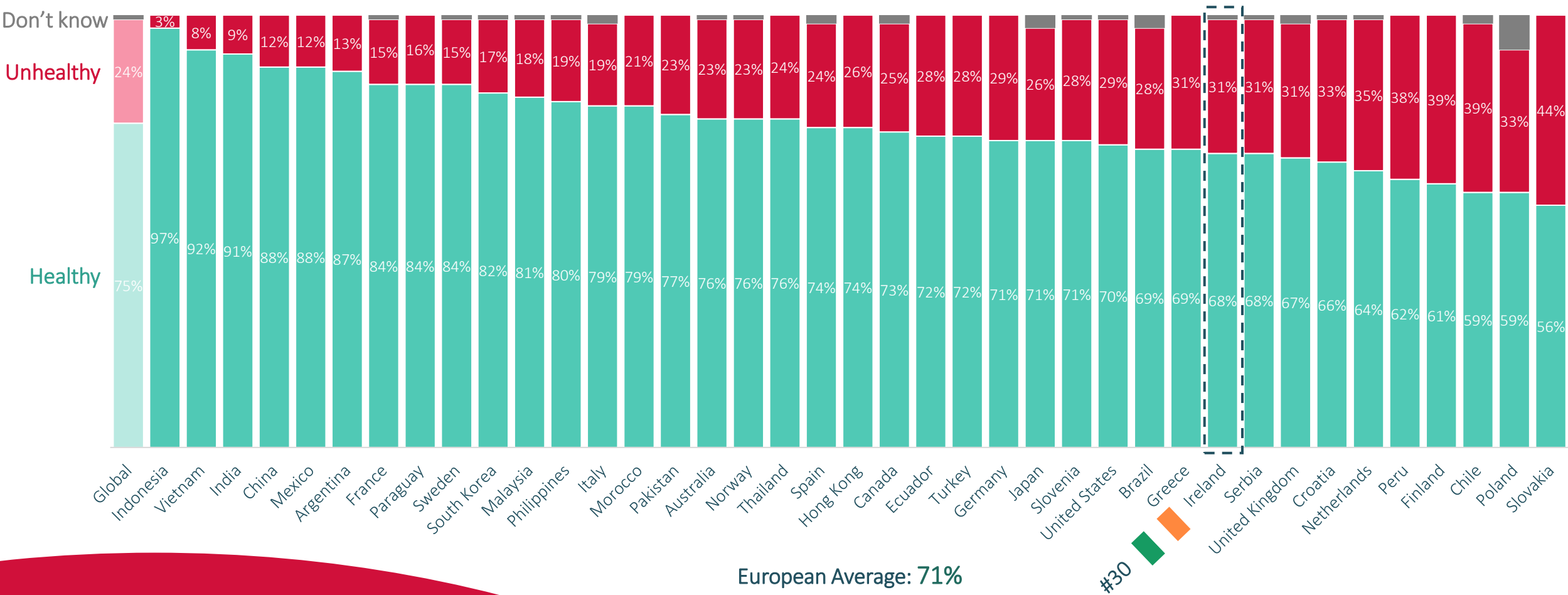
Self-Reported health has declined among Irish over 55s each year since 2020

Self-reported health relatively low in Ireland



Ireland ranks 30 out of 39 countries in terms of self-reported health, just below the European average

Self-Reported Health X Country



Base: All across 39 countries worldwide – n=34,946

Frequency of health related activities



Frequency of activities - Summary

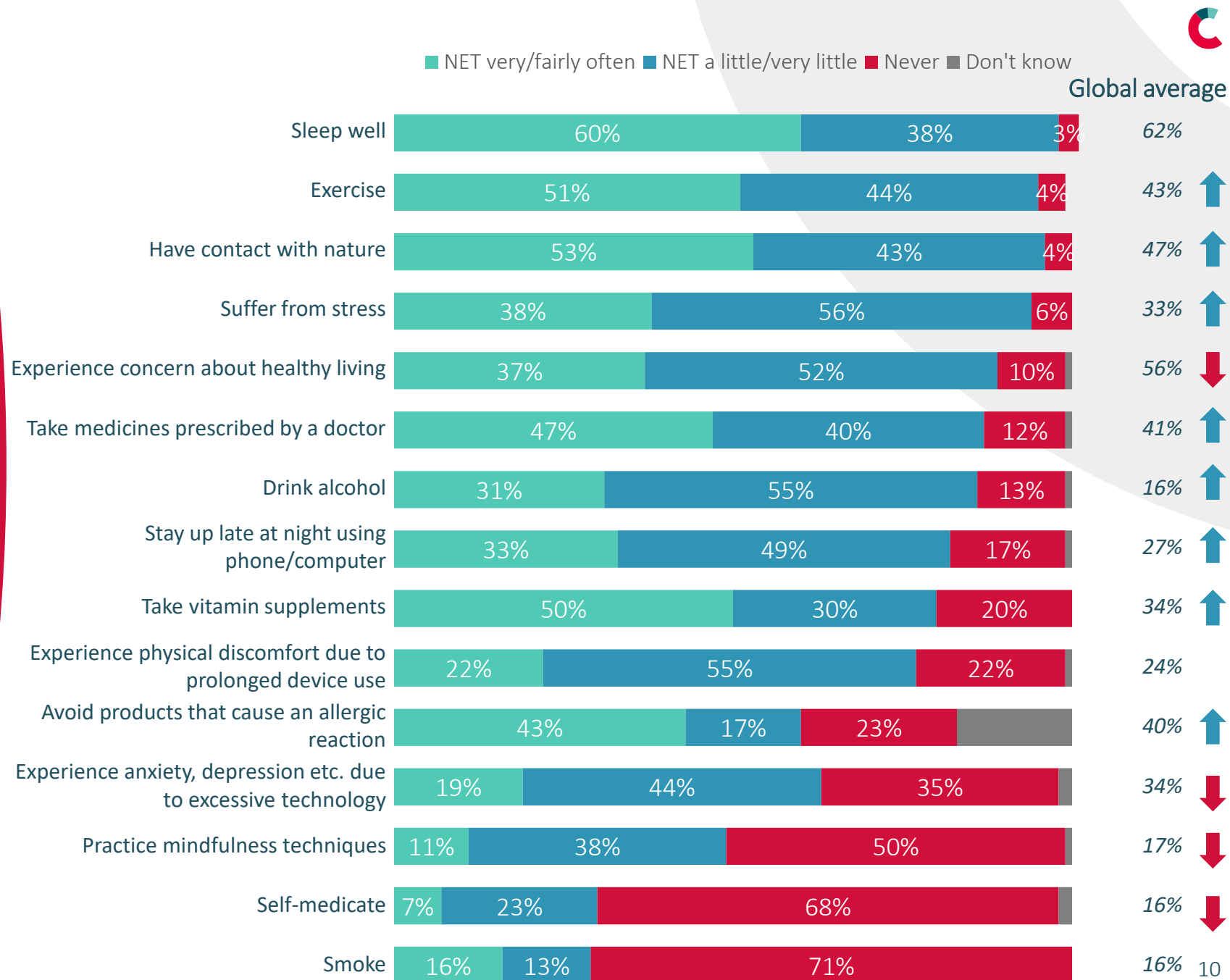
Many differences emerge between Irish adults and the global norm.

Irish adults are more likely to exercise, have contact with nature, and take vitamin supplements.

Irish adults are also more likely to suffer from stress, drink alcohol, and stay up late at night due to device use.

↓↑ = 3+ points below/ahead of global average

(Base: All Adults Ireland n=1,013)

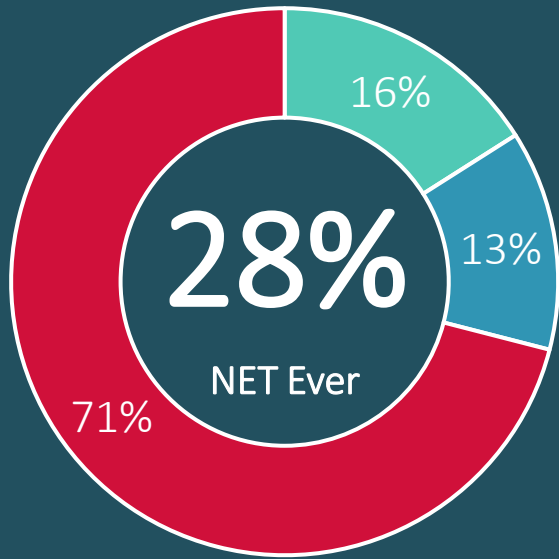


Younger adults are more likely to smoke at all, but middle aged adults are most likely to smoke often

Older men are most likely to drink often, while younger cohorts are less likely to drink regularly

How often do Irish people smoke?

18-34 year olds are the most likely to smoke at all, but 35-54 year olds are as likely to smoke often



NET Often NET Occasionally Never

Global average: 31% ↓



18-34 year olds

Ever

39%

Often

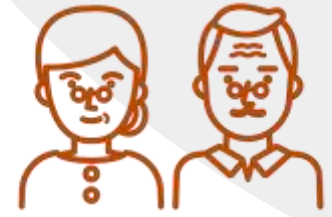
16%



35-54 year olds

29%

18%



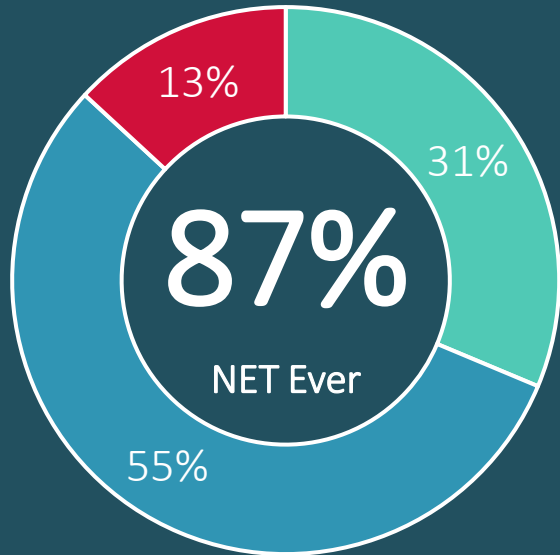
55+ year olds

18%

11%

○ = significantly higher/lower vs total population

How often do Irish people drink alcohol?



■ NET Often ■ NET Occasionally ■ Never

Global average: 69% ↑

(Base: All Adults Ireland n=1,013)

Almost 9 in 10 Irish adults ever drink, 28 points ahead of the global norm, with 3 in 10 drinking often. Older men are most likely to drink often.



Men aged over 55

Drink often:
48%



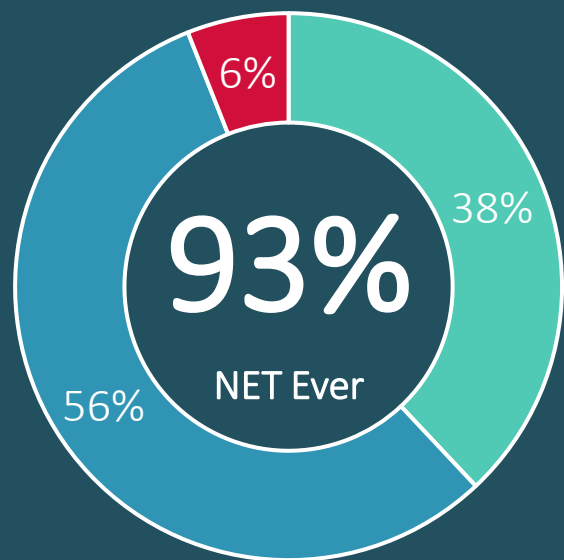
18-24 year olds

Drink often:
21%

Younger cohorts more likely to say they often suffer from stress, and feel concern around healthy living

Women aged 35-54 are least likely to say that they often sleep well

How often do Irish people suffer from stress?

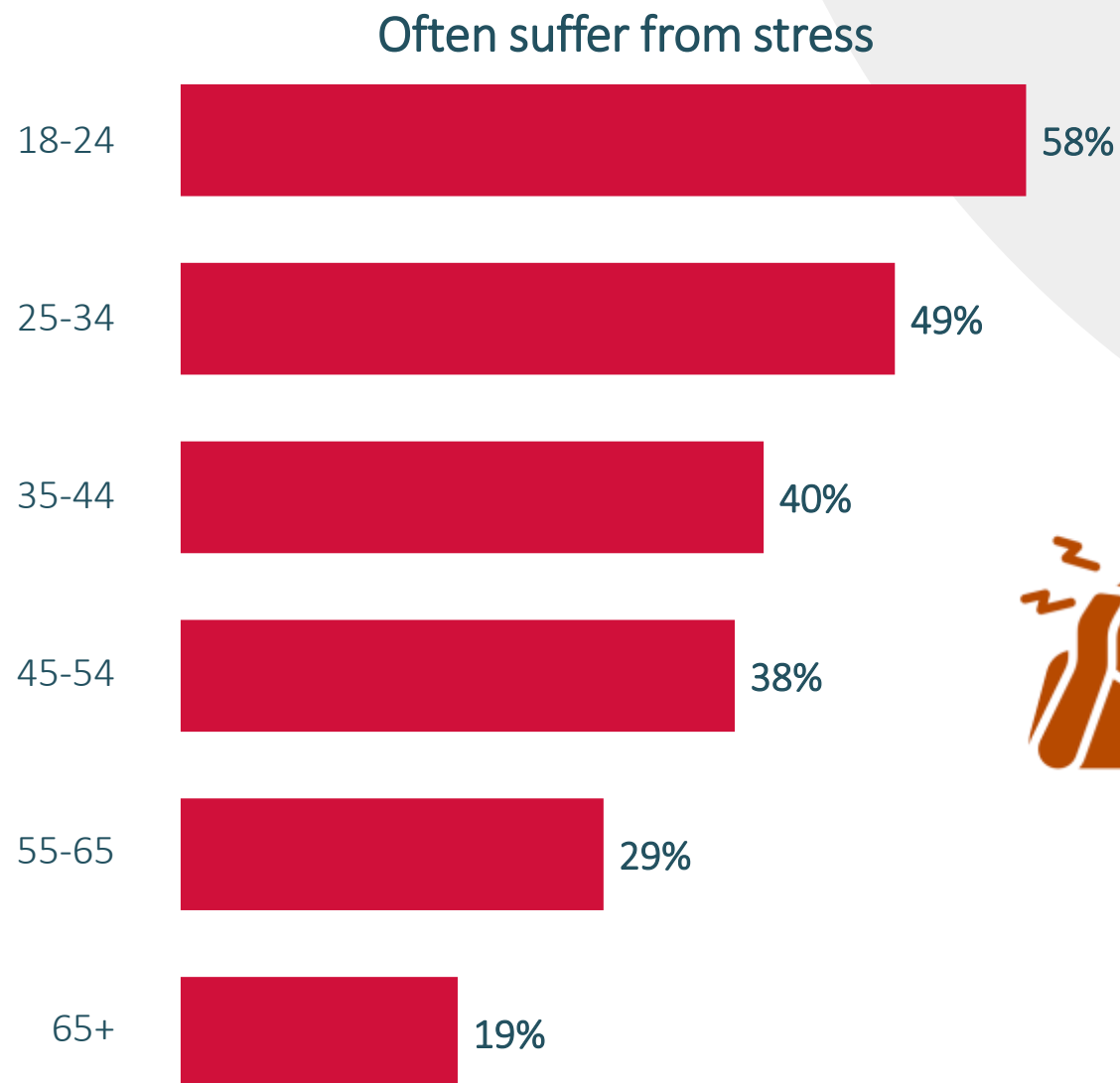


■ NET Often ■ NET Occasionally ■ Never

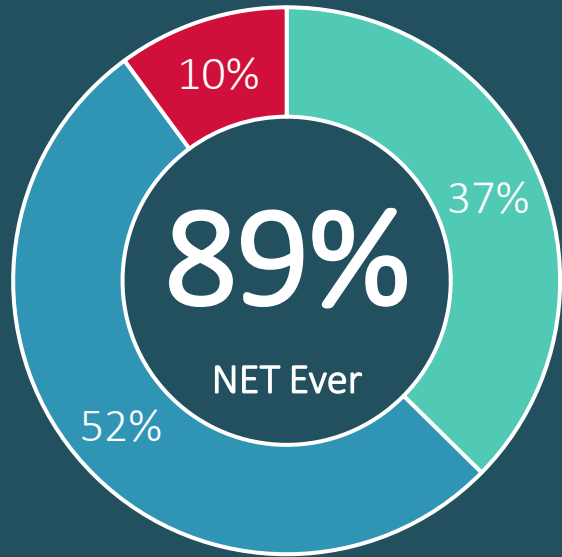
Global average: 86% ↑

(Base: All Adults Ireland n=1,013)

Younger cohorts more likely to say they often suffer with stress



How often do Irish people experience concern around healthy living?



NET Often NET Occasionally Never

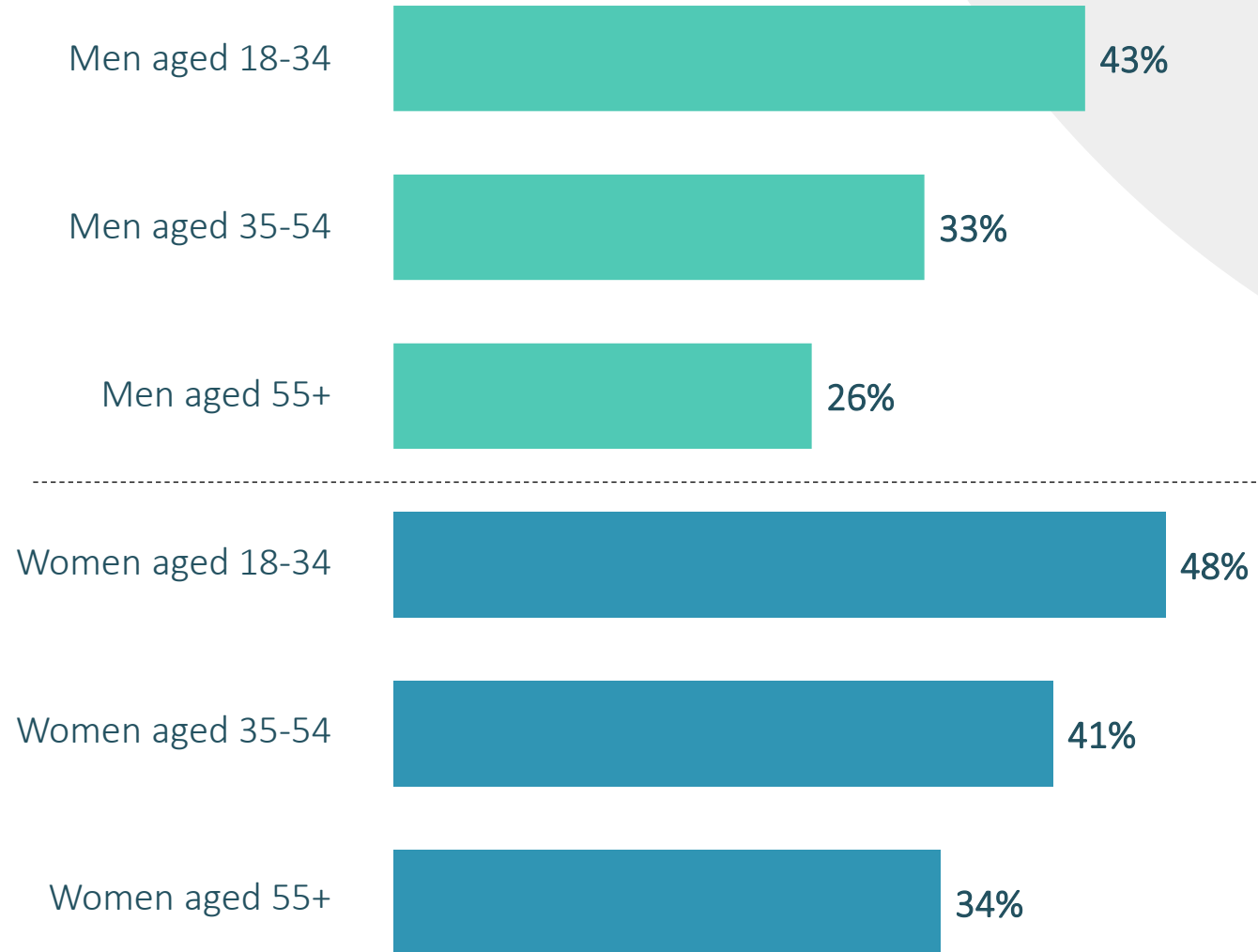
Global average: 93% ↓

(Base: All Adults Ireland n=1,013)

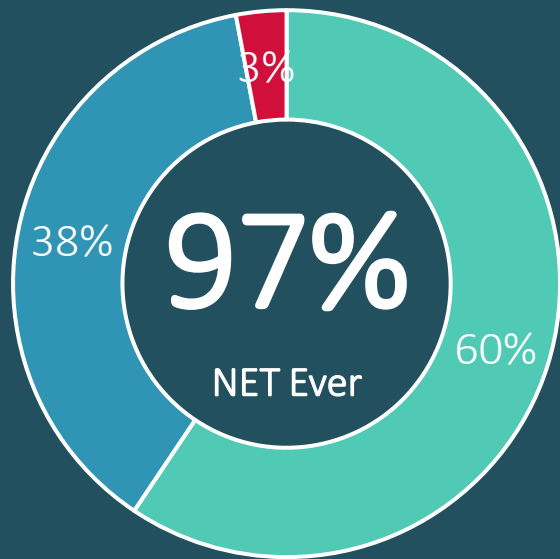
Over a third often worry about healthy living, with this most common among young women



Often experience concern



How often do Irish people sleep well?



■ NET Often ■ NET Occasionally ■ Never

Global average: 97%

(Base: All Adults Ireland n=1,013)

As much as 2 in 5 do not sleep well often. Women aged 35-54 are less likely to often sleep well.



Men aged over 55

Sleep well often:

67%



Women aged 35-54

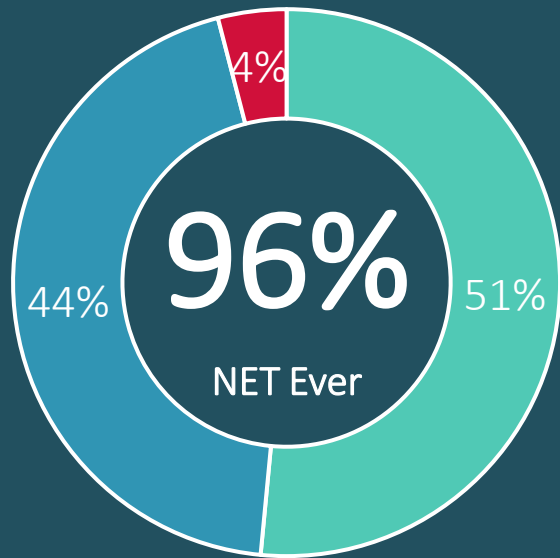
45%

Younger generations are more likely to
exercise frequently and to practise
mindfulness

While older cohorts are more likely to
often be in touch with nature

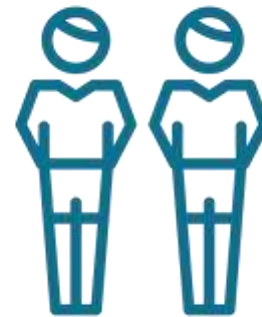
How often do Irish people exercise?

Half of Irish adults exercise often, with young men being the most likely to do so



■ NET Often ■ NET Occasionally ■ Never

Global average: 89% ↑



Exercise often:

61%

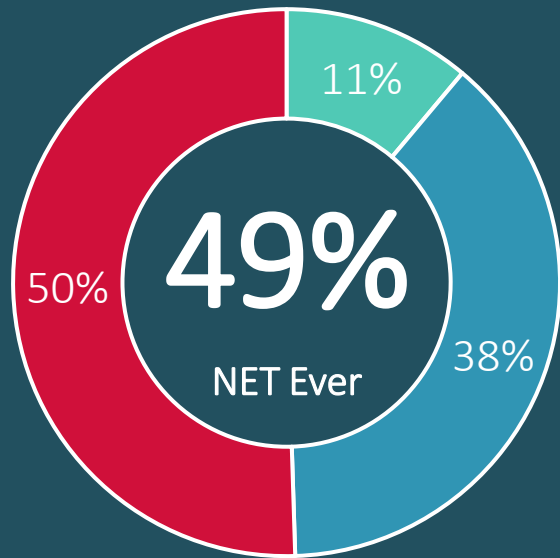
Young men aged 18-24



44%

Women aged 35-54

How often do Irish people practice mindfulness?*



■ NET Often ■ NET Occasionally ■ Never

Global average: 55% ↓

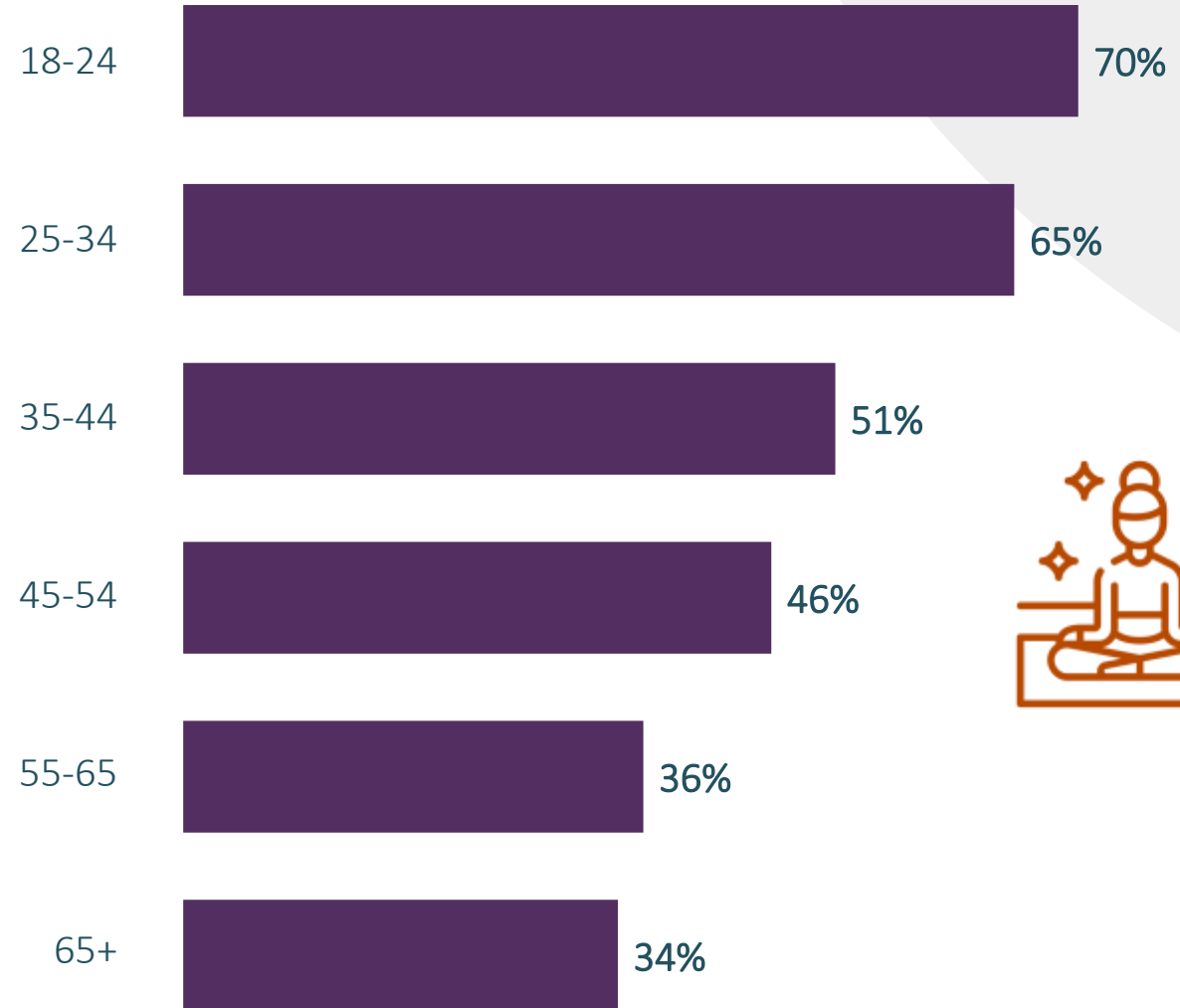
*Full text: Practice mindfulness techniques (e.g. meditation etc.)

(Base: All Adults Ireland n=1,013)

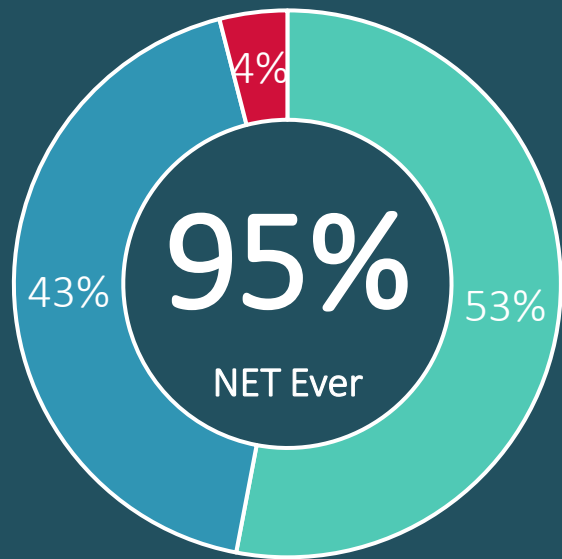
Half of adults ever practice mindfulness, with this especially popular among younger cohorts



Ever practice mindfulness (% Net: Often / Occasionally)



How often do Irish people have contact with nature?



■ NET Often ■ NET Occasionally ■ Never

Global average: 91% ↑

*Full text: Have contact with nature (gardening, visiting natural spots, biking/walking/hiking in natural places, camping, birdwatching, tourism in nature)

(Base: All Adults Ireland n=1,013)

Over half of adults often have contact with nature, **C** highest among older cohorts and rural dwellers



Have contact with nature often:



Retirees

68%



AB higher social grades

65%



Over 55s

62%



Rural dwellers

61%

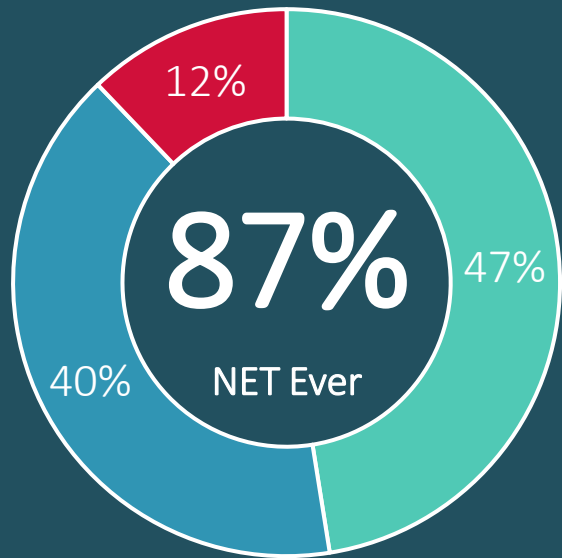


Munster residents

60%

Older demographics much more likely to be taking prescription medicine, although 13% of young men report regularly self-medicating

How often do Irish people take medicine prescribed by a doctor?



NET Often NET Occasionally Never

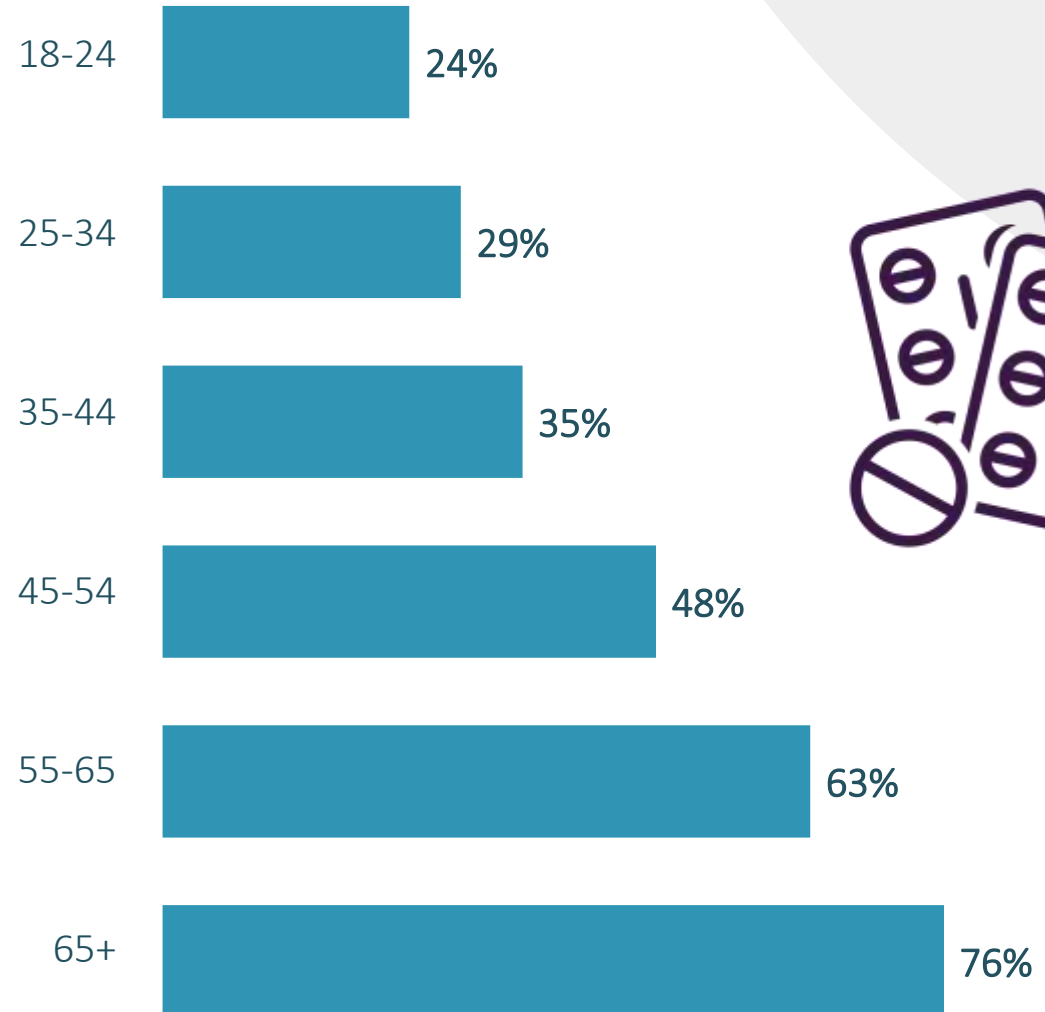
Global average: 84%



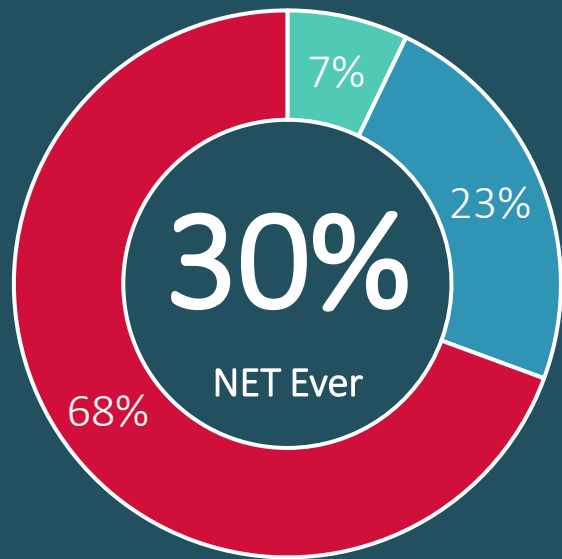
(Base: All Adults Ireland n=1,013)

Almost 9 in 10 ever take prescription medicine, slightly above the global norm. This incidence is significantly higher among older age cohorts.

Often take prescription medicine



How often do Irish people self-medicate?



■ NET Often ■ NET Occasionally ■ Never

Global average: 57% ↓

*Full text: Self-medicate, meaning consuming drugs that should be prescribed by a doctor without prescription

(Base: All Adults Ireland n=1,013)

3 in 10 report ever self-medicating, significantly below the global average, with 7% doing so often. Young men are most likely to do so.



Men aged under 34

Self-medicate often:

13%

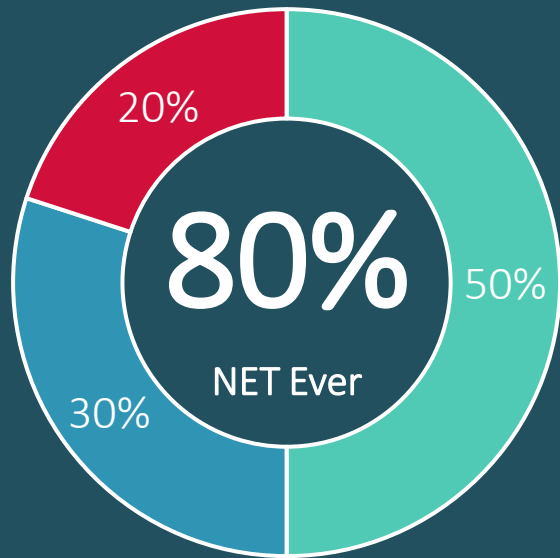


Women aged over 55

3%

How often do Irish people take vitamin supplements?

4 in 5 Irish adults take vitamin supplements, with half doing so often. This is high across demographics.



■ NET Often ■ NET Occasionally ■ Never

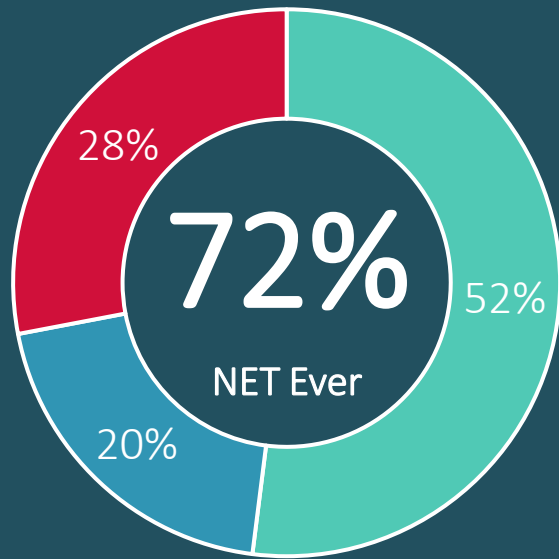
Global average: 73% ↓



Similar levels seen across all demographics



How often do Irish people avoid products that cause an allergic reaction?



■ NET Often ■ NET Occasionally ■ Never

Note: Excluding don't know

Global average: 68% ↑

(Base: All Adults Ireland n=1,013)

Women are more likely to avoid products due to concerns around allergic reactions

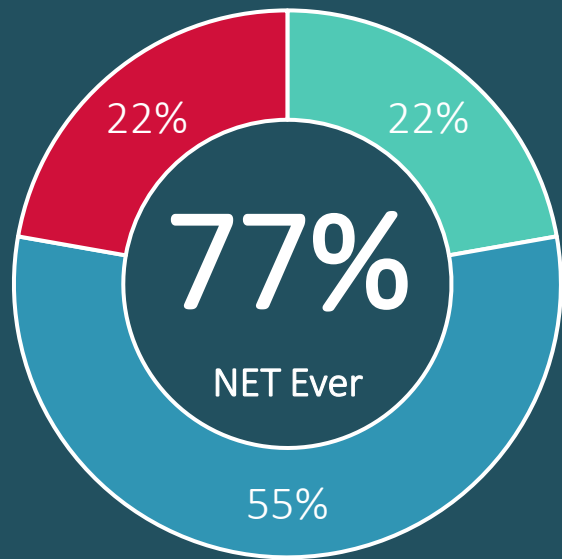


Women more likely to use often:

60%

Younger cohorts are more likely to report anxiety, physical discomfort and lack of sleep due to use of technological devices

How often do Irish people experience physical discomfort?



■ NET Often ■ NET Occasionally ■ Never

Global average: 76%

*Full text: Experience physical discomfort (e.g. headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)

(Base: All Adults Ireland n=1,013)

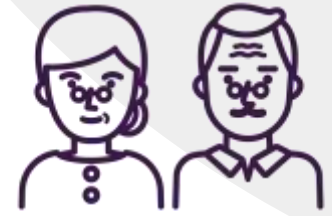
A third of young Irish adults often experience physical discomfort due to device use



18-34 year olds



35-54 year olds



55+ year olds

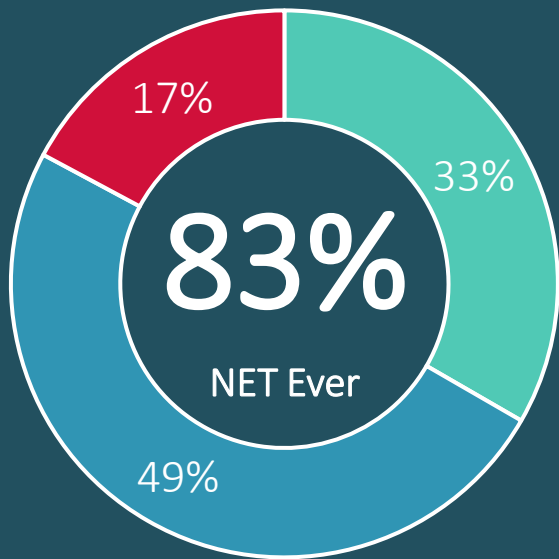
Often

34%

22%

13%

How often do Irish people stay up late?



NET Often NET Occasionally Never

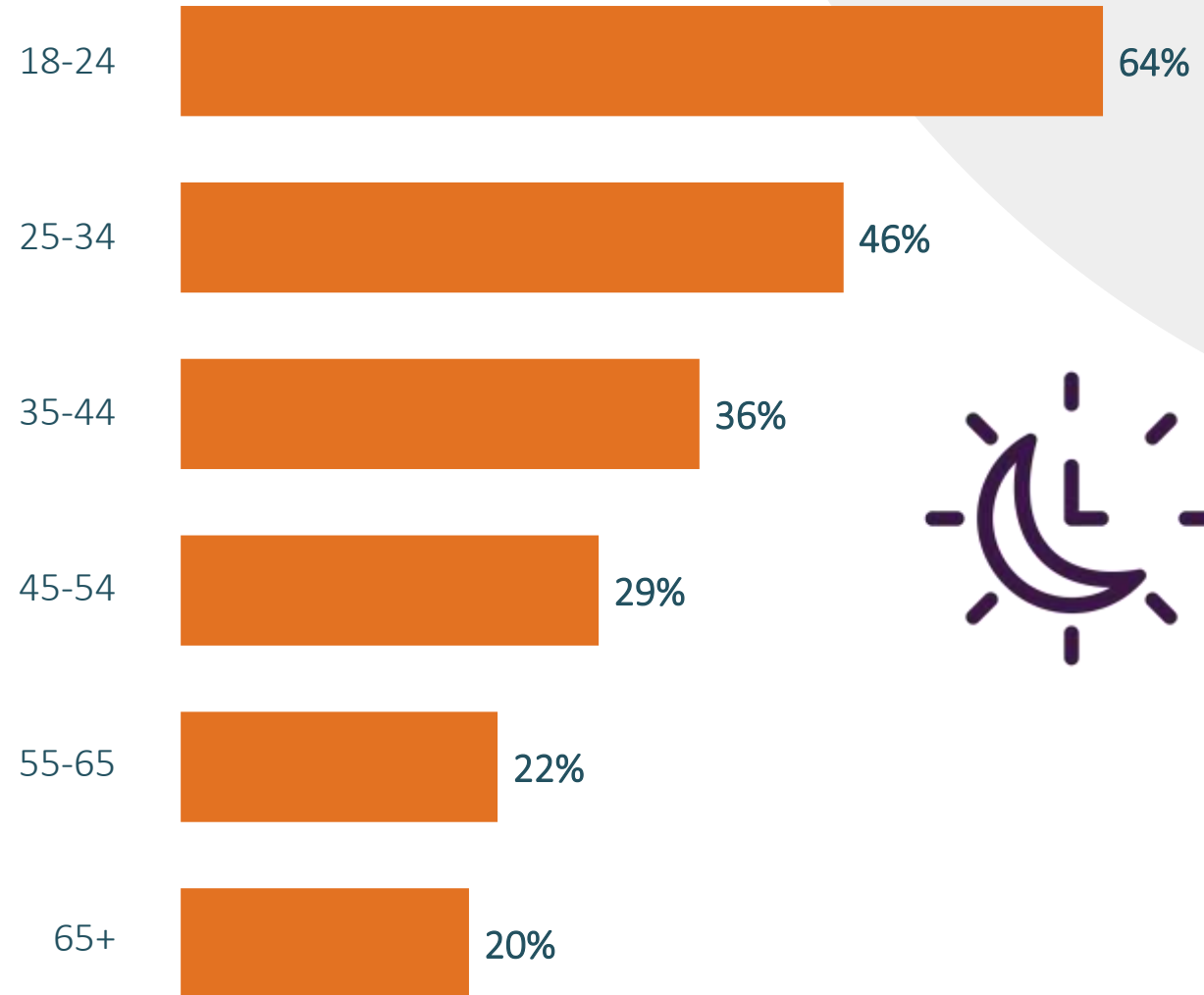
Global average: 75% ↑

*Full text: Stay up late at night using your phone or computer, resulting in less sleep than you need

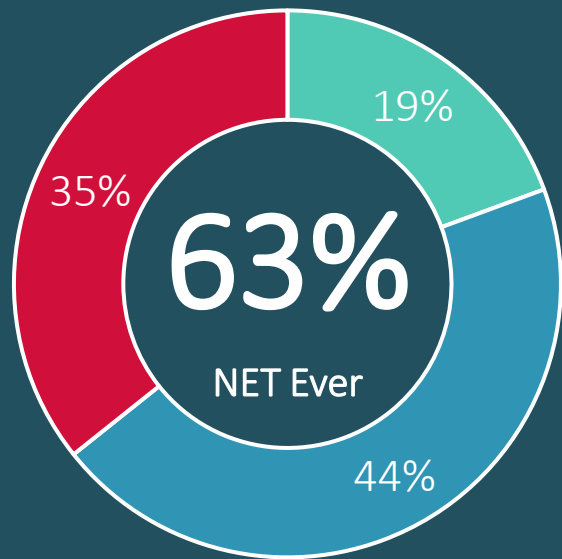
(Base: All Adults Ireland n=1,013)

Two thirds of under 24s often lose sleep due to staying up late on devices

Often stay up late at night



How often do Irish people experience anxiety due to technology?



■ NET Often ■ NET Occasionally ■ Never

Global average: 57% ↑

*Full text: Experience anxiety, depression or any other mental health issue due to excessive technology?

(Base: All Adults Ireland n=1,013)

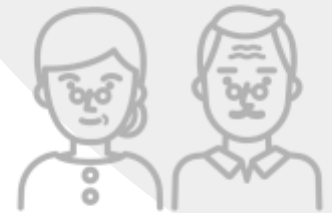
Most Irish adults experiencing anxiety due to technology. This is highest among younger cohorts, particularly full-time students.



18-34 year olds



35-54 year olds



55+ year olds

Often

31%

18%

8%



42% among full-time students

Sample;
methodology;
and
questionnaire



Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of $n=34,946$ people were interviewed globally. In Ireland, a nationally representative sample of $n=1,013$ adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2024 and February 2-25. Fieldwork in Ireland was conducted between 9th and 15th January 2025.

The margin of error for the Irish sample is $\pm 3.2\%$ at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



Questionnaire

World Health Index

Health 2025



Q1. How do you consider your health in general?

1. Very healthy
2. Healthy
3. Somewhat healthy
4. Unhealthy
5. Do not know

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

1. Self-medicate meaning consuming drugs that should be prescribed by a doctor
 2. Have contact with nature (such as gardening, visiting natural spots or parks, biking/walking/hiking in nature, camping, birdwatching etc.)
 3. Experience physical discomfort (e.g. headaches, eye strain, or poor posture) due to prolonged device use (mobile phone, tablet or computer)
 4. Stay up late at night using your phone or computer, resulting in less sleep than you need
 5. Experience anxiety, depression or any other mental health issue due to excessive technology use
-
- A. A lot/very often
 - B. Moderately/fairly often
 - C. A little/sometimes
 - D. Very little/occasionally
 - E. Never
 - F. Do not know

About the WIN Survey



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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent. RED C Research are the Irish members of the WIN network

Our assets are:

- 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

Over 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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

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DIRECTION
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