Over 55s have seen a marked decline in self-reported health levels over the half decade since COVID

1. Over twice as many young people (39% among 18-34 year olds) smoke as older people (18% among over 55s)
2. Only 21% of 18-24 year olds drink often, compared to 31% of all adults, and 48% among older men
3. Younger cohorts are more likely to report often suffering from stress, and feeling concern around healthy living, but are also more likely to exercise often and to practice mindfulness
4. Technology is causing significant issues with most Irish adults reporting lack of sleep as well as both physical and mental problems due to use of technology

The **Worldwide Independent Network of MR (WIN),** the leading global association of independent market research and polling firms, has released its Worldviews Survey. This year's survey captures the perspectives and beliefs of 34,946 individuals across 39 countries. WIN's latest findings shed light on **issues impacting the health of Irish adults.** The survey has tracked progress across all these markets over 6 years, since it began in 2018, and it assesses whether equal opportunities and rights are improving worldwide.

HEADLINES – IRELAND
A stark new report from RED C and the WIN Network highlights some of the issues, including technology use, negatively affecting the health of Irish people

Self-reported health levels have stabilised this year overall, but continue to decline among older age cohorts

68% of Irish adults report having generally good health this year, broadly stable over the past 12 months. This represents the first year this has improved after dropping off from 2019 during and after the COVID pandemic.

However, self-reported health levels continue to decline among over 55s. This cohort has seen a worrying drop in self-reported health over the past half decade from 76% in 2020 to only 62% this year. They also now have the lowest level of self-reported health of any group, with the highest among under 34s.

Overall, Ireland places 30 out of 39 countries on this metric, falling just below the European average.

Young people are more likely to smoke than other groups
Worryingly, almost 2 in 5 of those aged under 34 report ever smoking. This is over twice the rate among those aged over 55. However, 35-54 year olds are more likely to report smoking *often*. Ireland is just behind the global average of 31%, with 28% of Irish adults ever smoking.

Age gap emerging in terms of drinking behaviour

Almost 9 in 10 Irish adults (87%) ever drink, significantly above the global average of 69%. However, only 3 in 10 do so often. Older men are more likely to drink often (48%), while this is much lower among young adults aged 18-24 at only 21%.

Young adults more likely to report suffering from stress, but more likely to exercise and practice mindfulness

38% of Irish adults report often suffering from stress with this over three times as common among the youngest cohorts compared to the oldest. Young people are more likely to report feeling concern around healthy living, and negative impacts due to use of technology. However, younger adults are more likely to exercise regularly, more likely to practice mindfulness, and less likely to drink.

Technology is a clear problem, with the majority of Irish adults reporting at least sometimes suffering physical and cognitive symptoms due to use of technology, as well as loss of sleep. These problems are particularly pronounced among younger cohorts, and full-time students.

Ciara Reilly, Group Director of RED C Research, said:
"These findings highlight a complex picture of health among younger adults in Ireland — while they're more likely to smoke and experience stress, they're also leading the way in exercise and mindfulness. At the same time, the impact of technology on wellbeing is a growing concern across all age groups, with clear signs it's affecting both sleep and mental health."

HEADLINES WORLD

Feeling healthy doesn't always mean living healthy

7th April 2025, World Health Day

The Worldwide Independent Network of MR (WIN), the leading global association of independent market research and polling firms, has released its latest **WIN Worldviews Survey**. This year's survey, conducted across 39 countries with 34,946 respondents, explores global perceptions of health, their habits, and attitudes toward healthy living. The findings reveal striking differences in how people view their health versus their actual behaviors, influenced by societal and personal factors. Having tracked these trends since 2018, the survey provides valuable insights into the complexities of health perceptions and lifestyle choices worldwide.

The summary of findings is as follows:

1. **People globally feel healthy, but personal factors influence self-perception**
   Overall, the outlook on personal health remains optimistic: 75% of people globally consider themselves very healthy or healthy, with no significant changes since 2018. Countries in the APAC region have the most positive self-perception of health at 83%, while in other regions, 7 out of 10 people view this. Indonesia leads with the highest percentage of people considering themselves healthy at 97%, followed by Vietnam (92%) and India (91%). Meanwhile, Slovakia has the most pessimistic health perceptions, with only 56% viewing

themselves as healthy, followed by Poland (59%) and Chile (60%).

More than a third of people admit to self-medicating (35%) – taking prescription drugs without a doctor's order – with 16% of them doing so often and 19% sometimes. The practice is common amongst individuals under 44 and those with lower education levels, reaching 3 in 10 among those with little to no education. Self-medication is most widespread in Morocco (39%), Pakistan (36%), the Philippines (31%), India (30%), and Japan (30%), while it remains rare in Vietnam (5%), Sweden (4%), and Norway (2%). These patterns highlight the complex relationship between perceived health and medical habits, underscoring the need for greater awareness of the risks associated with self-medication.

The study also shows higher education correlates with better perceived health, with 21% of master's or PhD graduates considering themselves 'very healthy,' compared to 14% of those with no education or basic education. Employment status also plays a role: 40% of retired or disabled individuals feeling at least 'somewhat unhealthy,' dropping to 24% amongst part-time and 18% among full-time workers. Age follows a similar trend, with 23% of young adults (18–24) rating themselves as very healthy, and declining to just 8% in those over 65. These patterns raise suggest personal circumstances shape perceived health: raising questions about the role of social factors in shaping health perceptions.

2. **Healthy self-perception does not always reflect healthy habits**
The data highlights how different negative factors, such as stress, poor sleep, and the intake of prescription drugs are associated with a lower perception of overall health, with those experience the effects of excessive use of screens have significantly worse perception. For instance, 33% of those who frequently suffer from mental health issues due to excessive use of screens responded they were at least somewhat unhealthy, compared to 21% of those who only occasionally experience this. On the other hand, exercise contributes to a better self-perception of health, with 85% of those of exercise a lot view themselves as healthy, while the figure drops to 63% in those of never or only occasionally exercise. Other positive health habits, including meditation (83% in those who report meditating often versus 73% in 'very little/never' reports), concern about healthy living (79% versus 74%), spending time in nature (81% versus 67%), sleeping well (84% versus 53%) also increase views on personal health. Interestingly, some behaviours, such as alcohol consumption, vitamin intake, and self-medication, do not seem to have a significant impact on how people perceive their health with a staggering 76% of people who drink frequently, consider themselves as very healthy or healthy. Also, although frequent smokers perceive themselves as less healthy (72% versus 76% of non-smokers) the impact is least than expected.

Despite ranking fifth in heavy smoking (25%), 97% of Indonesians consider themselves healthy – yet the country reports 0.3% heavy drinkers, the lowest globally. Peru (7%) and Morocco (5%) follow in minimal alcohol consumption, while Slovakia, despite being amongst the least-drinking nations, has the most negative health perception. Peru also records the lowest smoking rates (3%), followed by Paraguay (4%) and Norway (5%), while Greece leads in smoking (42%), trailed by Turkey (33%) and Serbia (29%).

Overall, fewer people report drinking frequently than smoking, with Japan leading in alcohol consumption (41%), followed by UK (33%) and Ireland (31%). These contrasts between perceived health and actual habits highlight the complex influence of cultural norms,

religion, and social policies on global health behaviours.

3. **Screen time takes a toll on health, especially amongst youth**
   While half of the global population acknowledges the impact of excessive technology use on their physical health and sleep quality, nearly a quarter experience these effects frequently. Additionally, a third recognize the negative impact on mental health, with 16% reporting anxiety, depression, or other adverse mental states due to overuse often. Younger individuals are particularly affected, experiencing these issues much more frequently. Women also report physical discomfort from technology use more often than men (55% vs. 48%).

   As screen time continues to rise, these findings underscore the need for greater awareness and action to address the health risks associated with excessive technology use.

Richard Colwell, President of WIN International Association, said:
"Globally, most people perceive themselves as healthy, yet our findings reveal significant disparities influenced by education, employment status, and cultural factors. The contrast between self-perception and actual habits suggests a deeper interplay of societal norms and personal circumstances. WIN aims that the Worldviews Survey will continue to shed light on these complexities, equipping leaders with the insights needed to drive meaningful change in global health and well-being."

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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 34,946 people were interviewed. See below for sample details. The fieldwork was conducted in December 2024, January 2025 and February 2025. 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.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 24 – 9 Jan 25
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	WC 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
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