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WIN

Worldwide
Independent Network
Of Market Research

WIN World Survey *Generations*

Published: 11th July 2024

REF: 757224

Perceptions of aging is shifting earlier across generations



The WIN World Survey on Generations reveals that although we are feeling younger/older sooner, there is a gap between how we feel about aging and how we prepare for it.

1

People in Ireland now stop feeling young at 44 and start feeling old by 53. This shift reflects a faster ageing perception, with older adults tending to place these milestones later than younger people.

2

Globally, people stop feeling young at 41. South Koreans (51) and Italians (49) feel young longer, while Ireland, Hong Kong, and Australia align at 44. In parts of Europe—like Finland and France—many don't feel old until after 60.

3

In Ireland, 59% of adults—rising to 69% of over-55s—value quality of life over longevity, mirroring global trends. But only 39% feel confident about ageing well, below the global average of 46%.

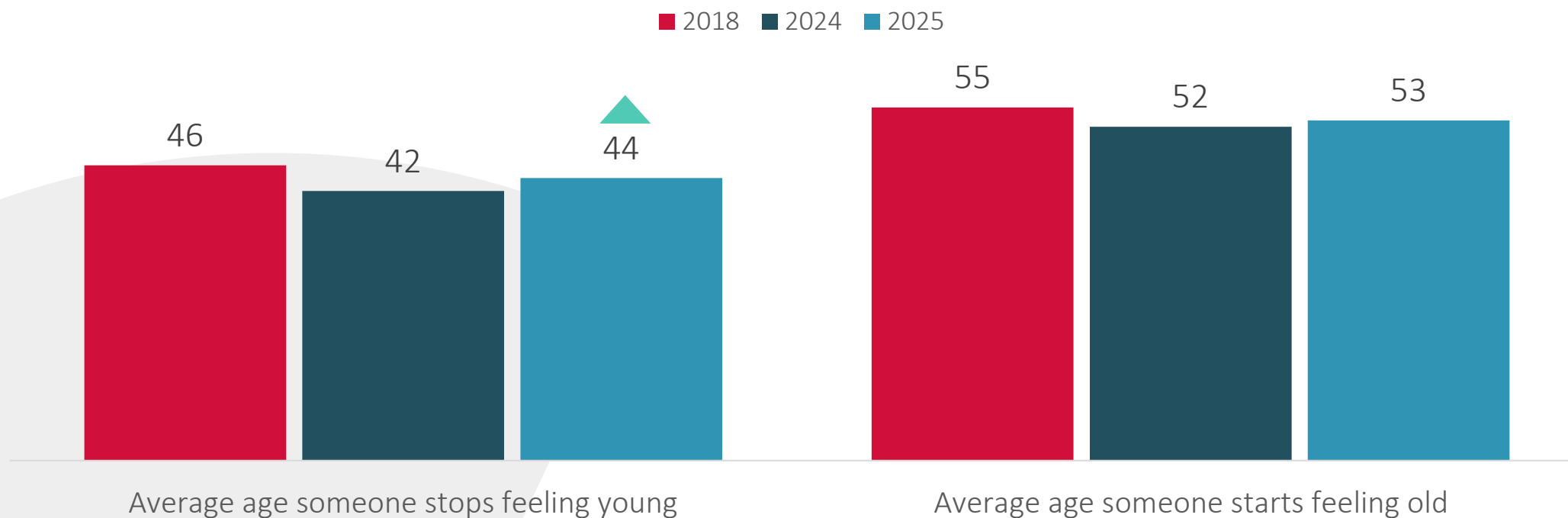
4

Fewer than 2 in 5 Irish adults think technology and medical advances will significantly extend life expectancy in their lifetime. This is below the 42% global average. Just 28% of Irish adults are preparing for old age, highlighting low levels of future planning.

After a high in 2018, the age we feel young or old is dropping again.

In 2025, there is a notable jump in the average age that adults in Ireland think that one stops feeling young, as well as a slight increase in average age someone starts to feel old, although still below that of 2018.

Average age Ireland thinks someone stops feeling 'young' vs average age someone starts feeling 'old'



 Significant change vs 2024

Base: All adults in ROI aged 18+, n=1,013

Q.15/16 According to you, at what age does someone start feeling young / old

44

Years

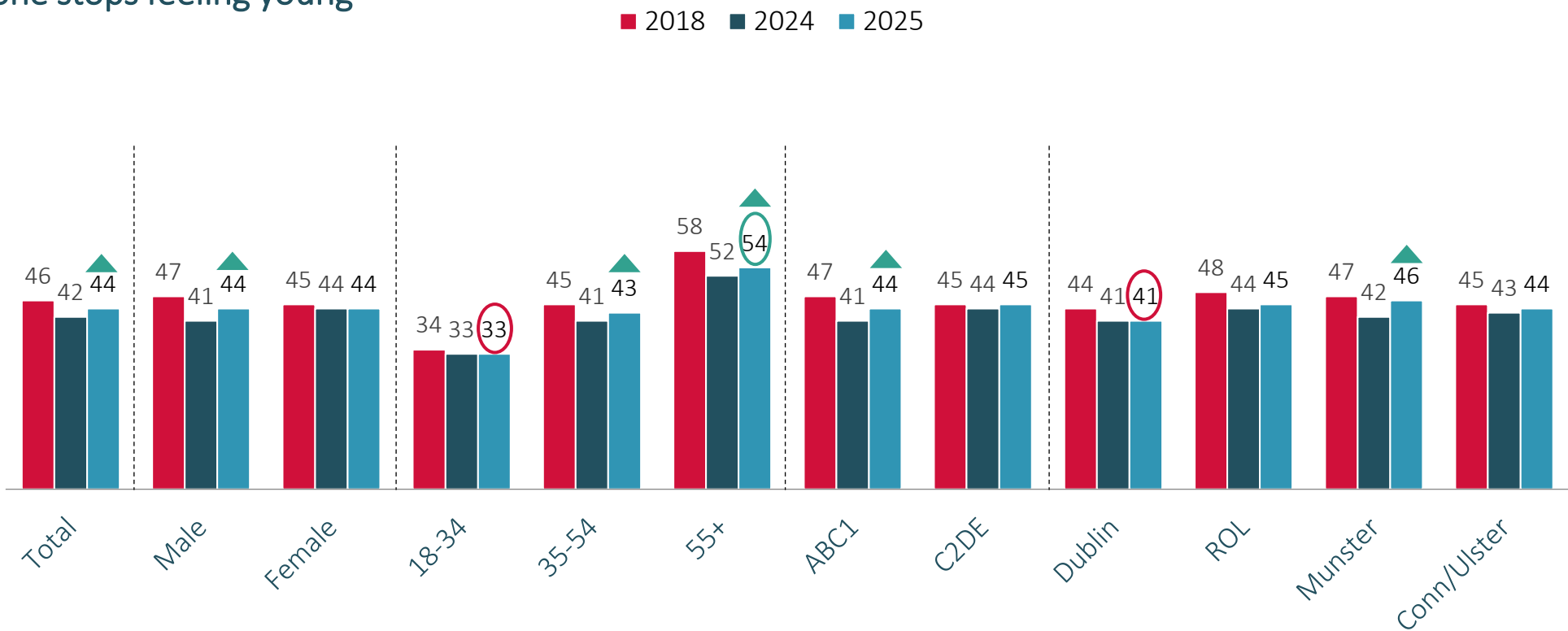
is the average age
when Irish adults stop
feeling young



44 years is the average age when Irish adults stop feeling young

There's a clear age-related pattern in how people define the end of youth, older people tend to place it later than younger ones. While those in Dublin, setting it lower compared to the rest of the country.

Average age when someone stops feeling young



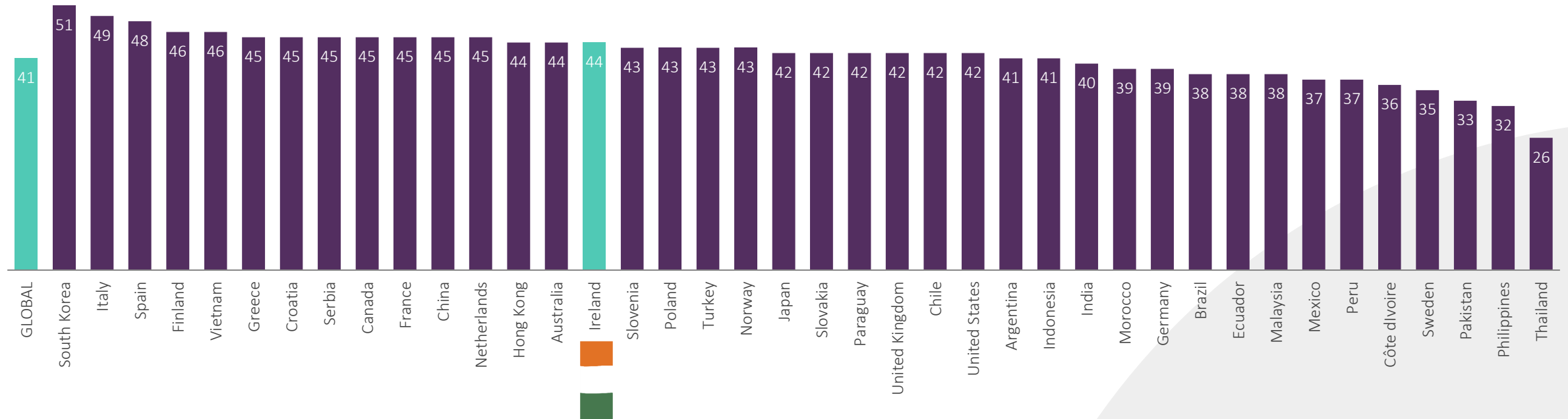
○ Indicates significant difference vs. Total
▲▼ Indicates significant difference vs. 2024
Base: All adults in ROI aged 18+, n=1,013
Q.16 And at what age does someone stop feeling young?

Globally, the average age that someone stops to feel young is 41



Adults in South Korea and Italy tend to feel young longer than most, while Ireland, Hong Kong, and Australia are about the same when it comes to the age people stop feeling young

Average age when someone stops feeling young



Base: All adults across 40 countries worldwide – n=35,515

Q.16 And at what age does someone stop feeling young?

53

Years

Is the average when
Irish people start
feeling old

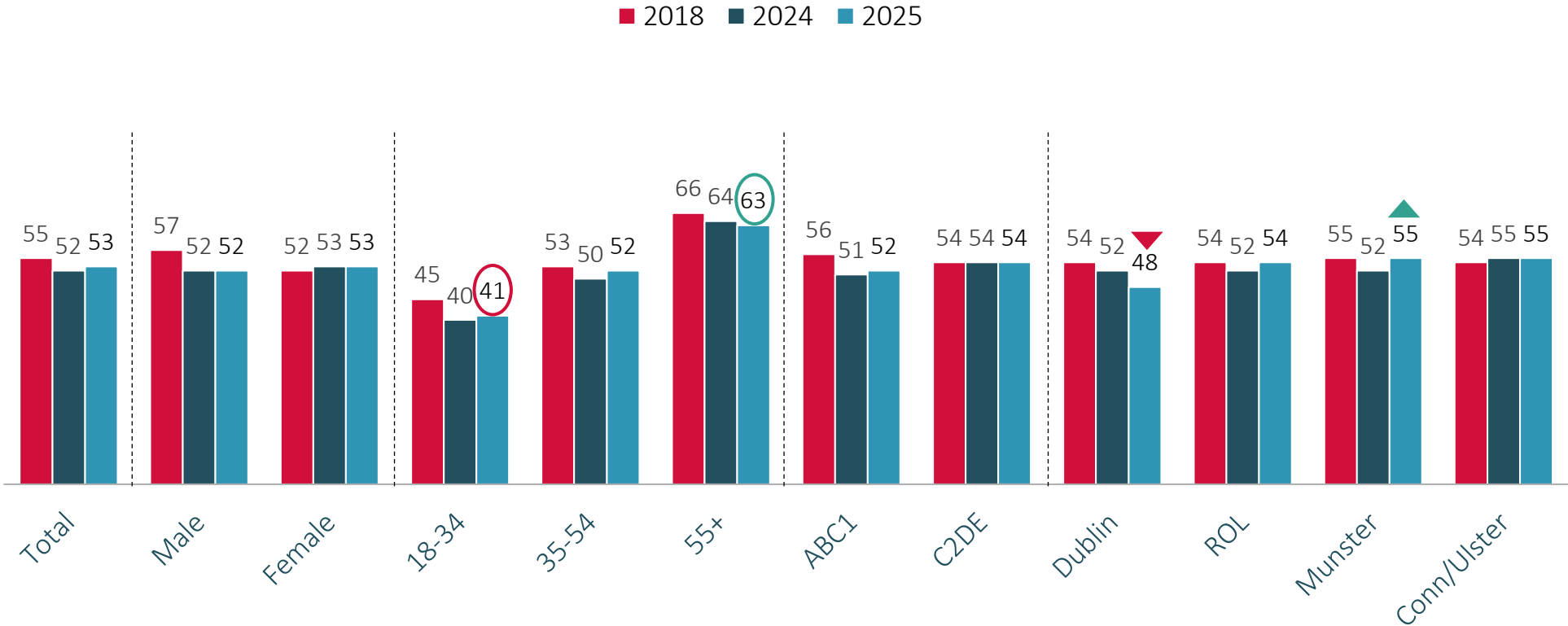


Irish adults start to perceive themselves as old around age 53

Irish adults now associate the feeling of old age with age 53, just a bit later than in 2024. Men, those aged under 54, those higher social grades and those in Dublin regard this as being even younger than 53.



Average age when someone starts feeling old



○ Indicates significant difference vs. Total
▲▼ Indicates significant difference vs. 2023

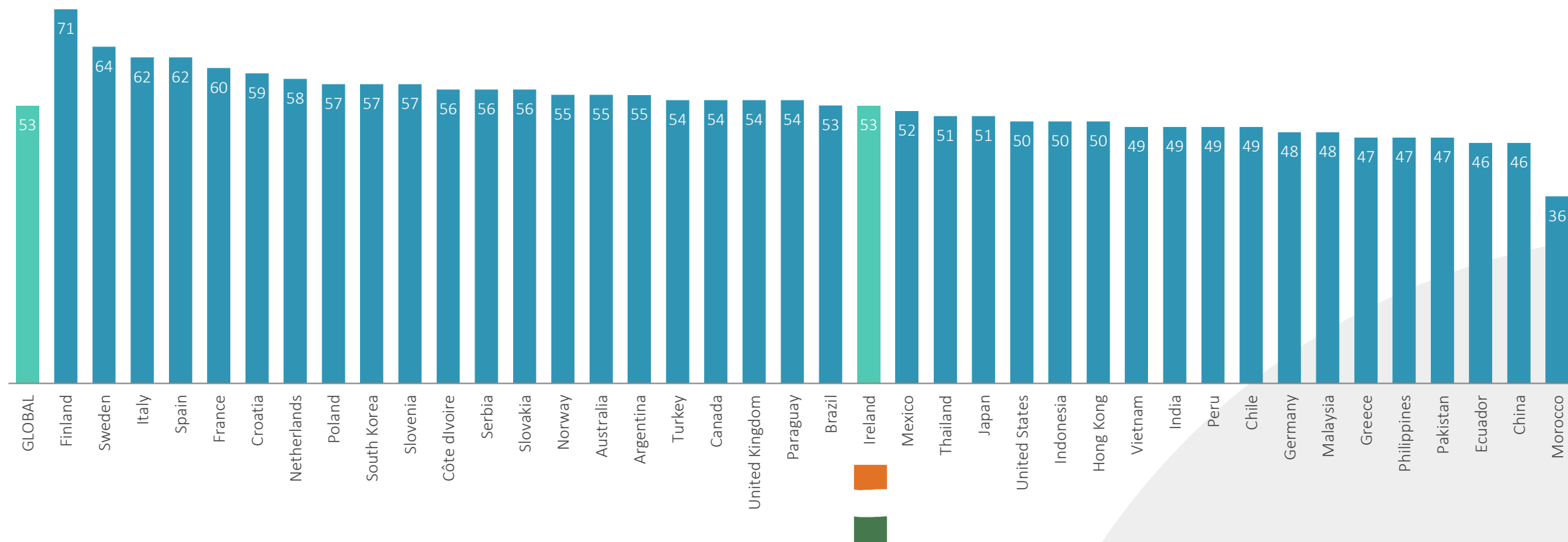
Base: All adults in ROI aged 18+, n=1.013
Q.15 According to you, at what age does someone start feeling old

Ireland in line with global average on feeling old



In several European countries, such as Finland, Sweden, Italy, Spain and France, people tend to have a positive attitude towards aging, often not considering themselves old until after the age of 60.

Average age when someone starts feeling old

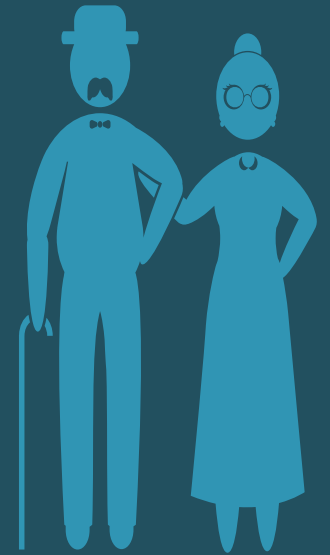
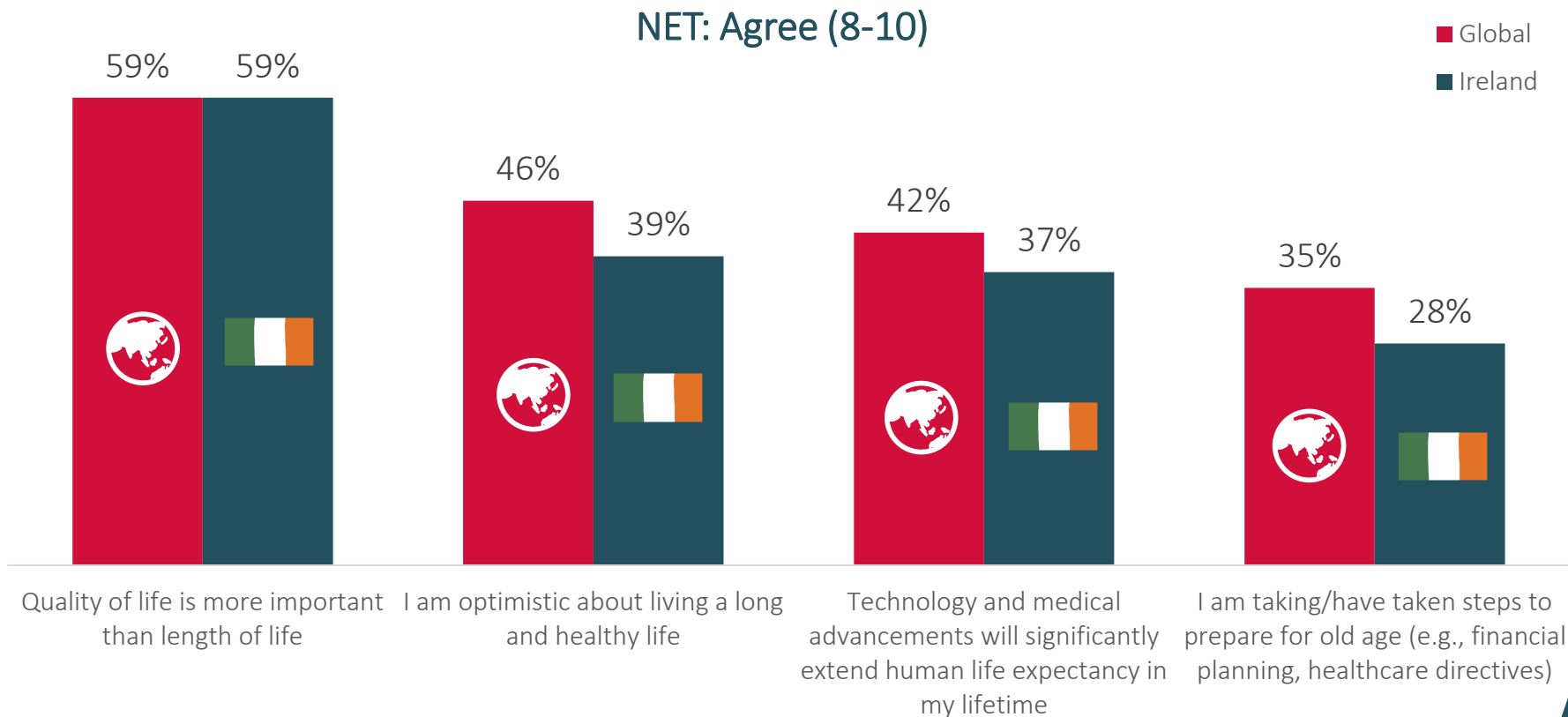


Base: All adults across 39 countries worldwide – n=35,515

Q.15 According to you, at what age does someone start feeling old

People in Ireland value quality of life over simply living longer, in line with global figures

Nearly 4 in 10 Irish adults hope to live a long and healthy life, although personal planning is low. While, over a third believe that technology and medicine will help extend life.



Base: All adults in ROI aged 18+, n=1,013

Q.17 Please indicate how much you agree or disagree with the following statements:

3 in 5

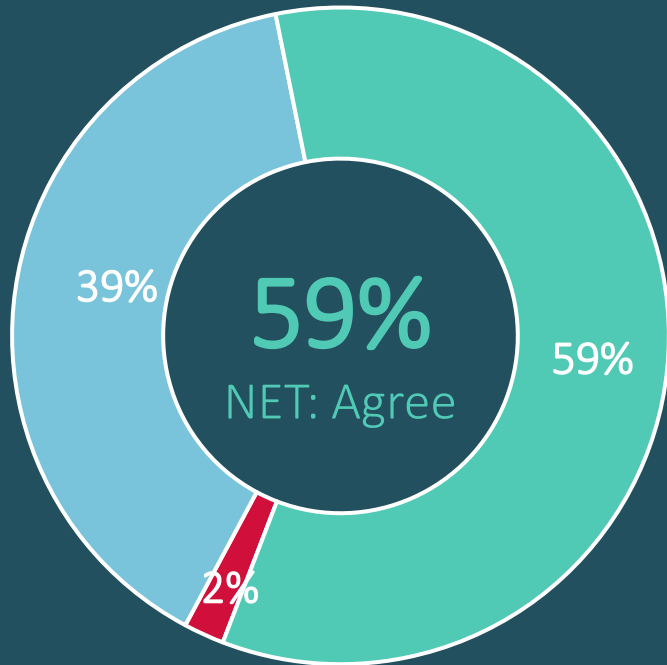
Believe **quality of life** is more important than length of life



Value for quality of life significantly higher among 55+



Global NET: Agree: 59%



NET: 1-3 NET: 4-7 NET: 8-10

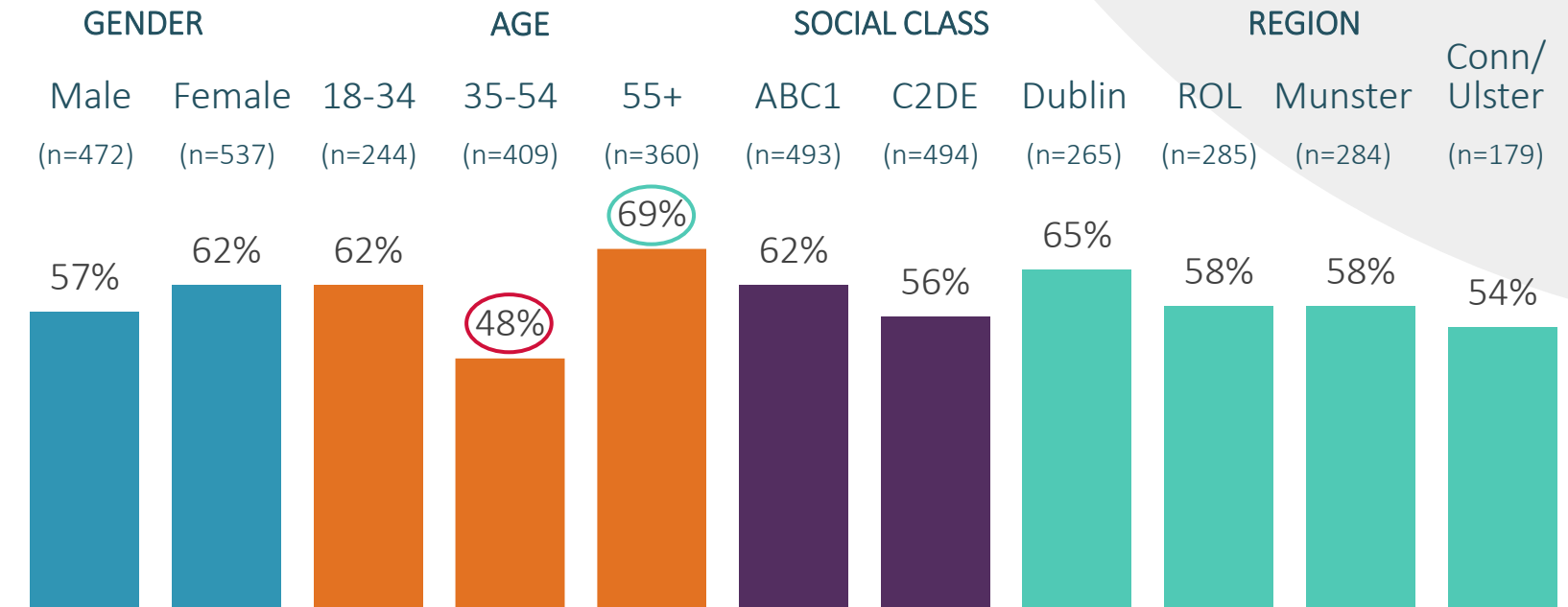
○ Indicates significant difference vs. Total

Base: All adults in ROI aged 18+, n=1,013

Q.17 Please indicate how much you agree or disagree with the following statements:



Quality of life is more important than length of life



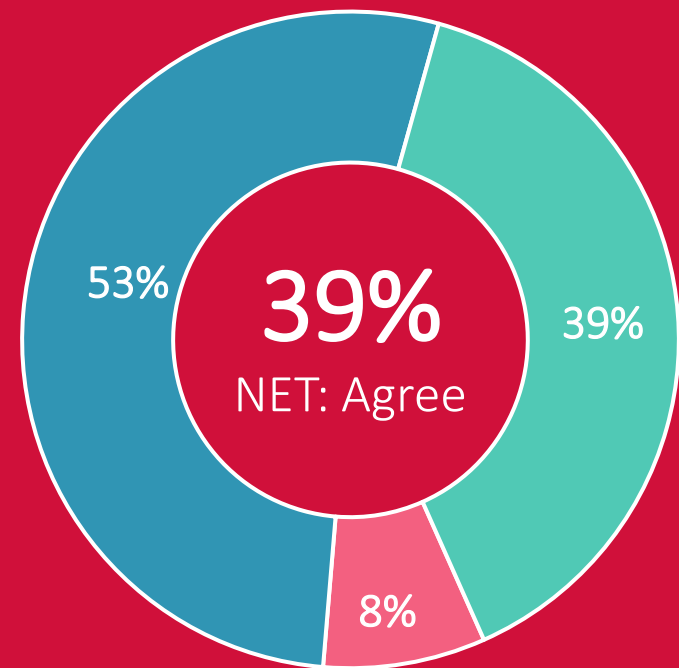
2 in 5

Are optimistic
about living a
long and healthy
life



Lower optimism among Irish, except those 55+

 **Global NET: Agree: 46%**



NET: 1-3 NET: 4-7 NET: 8-10

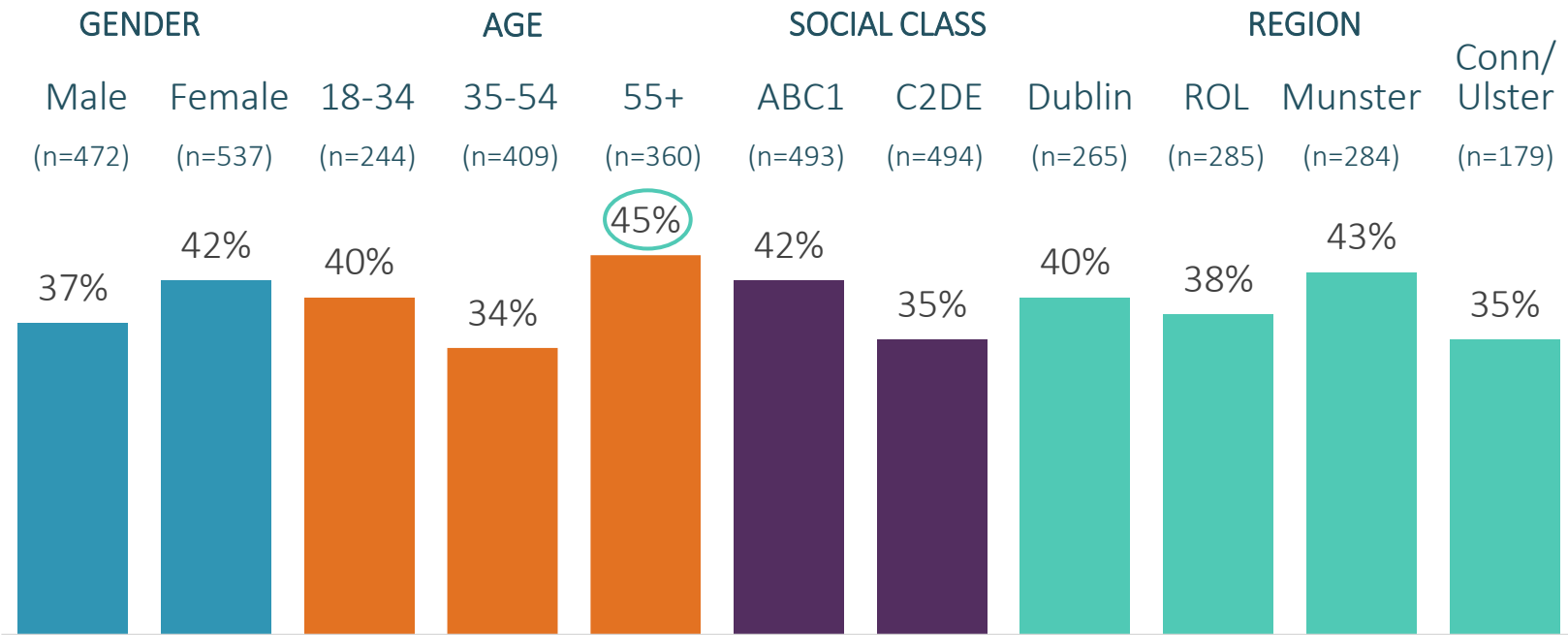
○ Indicates significant difference vs. Total


Base: All adults in ROI aged 18+, n=1,013

Q.17 Please indicate how much you agree or disagree with the following statements:



I am optimistic about living a long and healthy life



The background features a dark teal color with a pattern of green, glowing digital code or binary characters. Overlaid on this are two large, semi-transparent circles: a red one in the top right and a larger teal one in the bottom right.

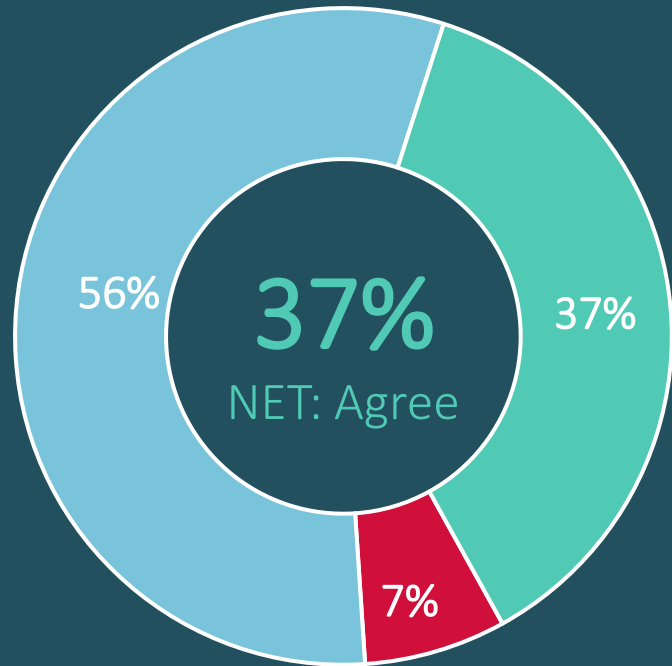
Less than 2 in 5 Irish
feel that technology
and medical
advancements will
significantly extend
human life
expectancy, driven
by 35-54 y/o



Older people tend to see medicine and tech as key to living longer



Global NET: Agree: 42%



NET: 1-3 NET: 4-7 NET: 8-10

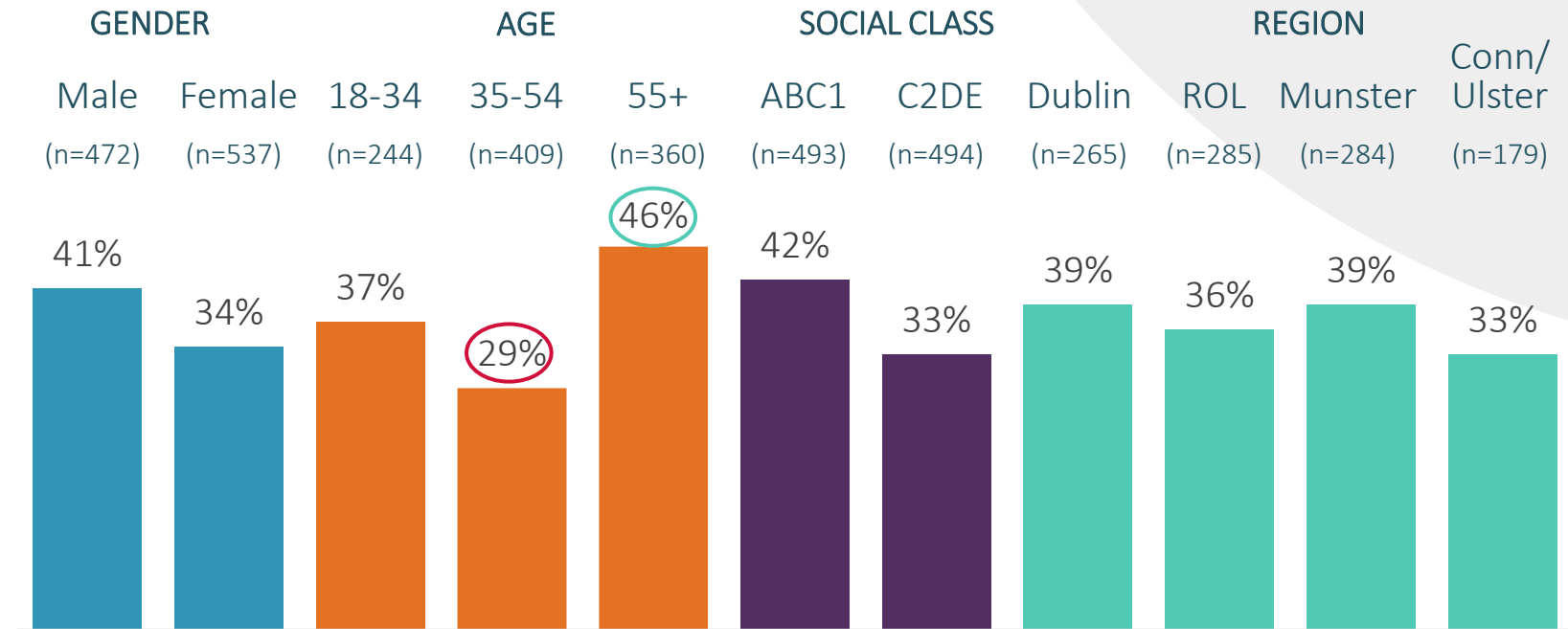
○ Indicates significant difference vs. Total

Base: All adults in ROI aged 18+, n=1,013

Q.17 Please indicate how much you agree or disagree with the following statements:



Technology and medical advancements will significantly extend human life expectancy in my lifetime

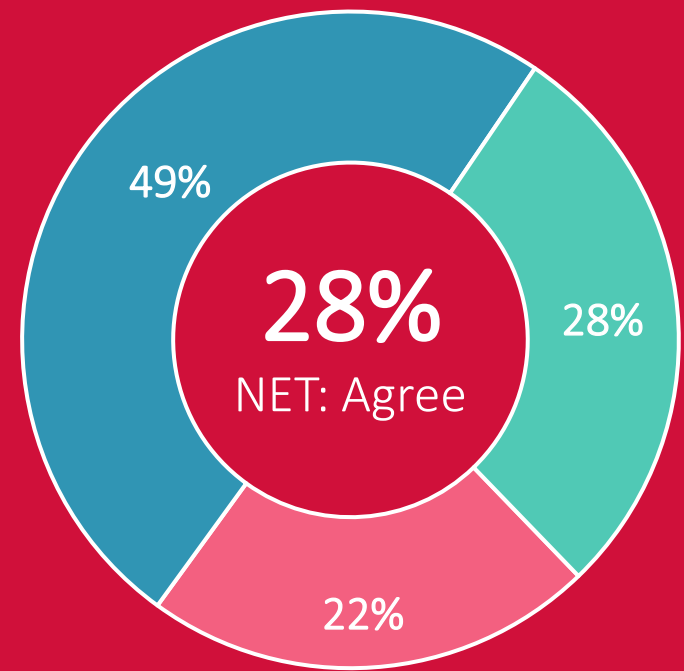


Less than 1 in 3
Irish adults have
taken steps to
prepare for old age



Mixed levels of planning for old age among Irish adults

 **Global NET: Agree: 35%**



NET: 1-3 NET: 4-7 NET: 8-10

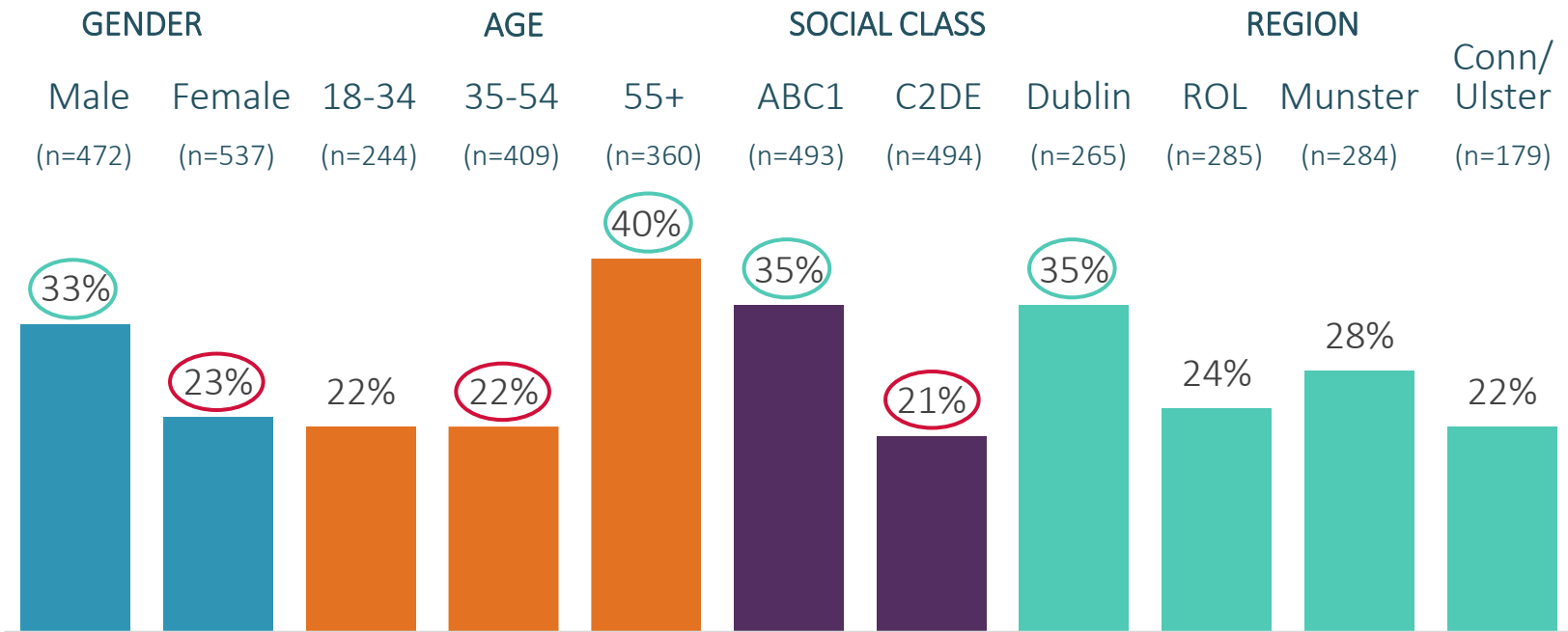
○ Indicates significant difference vs. Total

Base: All adults in ROI aged 18+, n=1,013

Q.17 Please indicate how much you agree or disagree with the following statements:



I am taking/have taken steps to prepare for old age
(e.g., financial planning, healthcare directives)



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 $n=35,515$ 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 2025. 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 – Generation Index



Q.15/16 - According to you, at what age...

- ...does someone start feeling old? (2018/2023) (SPSS-Q15)
- ...does someone stop feeling young? (2018/2023) (SPSS-Q16)

15. Please indicate how much you agree or disagree with the following statements:

(New) (ROTATE LIST, SHOW CARD WITH SCALE)

	Do not agree at all									Com plet ely agre e	
Quality of life is more important than length of life	1	2	3	4	5	6	7	8	9	10	(SPSS- Q17_01)
I am taking/have taken steps to prepare for old age (e.g., financial planning, healthcare directives)	1	2	3	4	5	6	7	8	9	10	(SPSS- Q17_02)
Technology and medical advancements will significantly extend human life expectancy in my lifetime	1	2	3	4	5	6	7	8	9	10	(SPSS- Q17_03)
I am optimistic about living a long and healthy life	1	2	3	4	5	6	7	8	9	10	(SPSS- Q17_04)

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

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